

No.
172
Jan.
'75
33230

MAD

IND

OUR PRICE
50c
ALMOST
CHEAP



Norman Mingo



Yes, Virginia -
due to the high
cost of living,
there is no
Santa Claus
this year!

MAD

"The average man is a guy who spends his whole life trying to prove to everybody that he isn't!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ALFRED'S POOR ALMANAC DEPARTMENT

November 14th to January 1st 11

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Staying Young 24

BUMMER CROP DEPARTMENT

A Downer Is 22

DON MARTIN DEPARTMENT

Don Martin's Natural History Movies

#14: Insect Masters Of Camouflage And Illusion 12

#27: The Goono Aborigines 29

#39: The Great Golden Eagle 40

FROM "SUPER" TO NUTS DEPARTMENT

More Powerful Than A Locomotive 17

HYSTERIA REPEATS ITSELF DEPARTMENT

If The World Of Yesterday Faced The Conditions Of Today 14

LET'S MAKE IT PERFECTLY CLEAR DEPARTMENT

Commemoratives To President Nixon 30

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones **

OUT, DAMNED SPOT! DEPARTMENT

MAD Solutions To Big City Doggie-Do Problems 32

SHTICK 'EM UP! DEPARTMENT

Bluff That Mugger 37

SYMBOL EXPLANATION DEPARTMENT

Picture Road Signs In Everyday Situations 38

THE BORING '20'S DEPARTMENT

The Great Gasbag (A MAD Movie Satire) 4

THE SUM OF THE PARTS DEPARTMENT

The Six Million Dollars, Man! (A MAD TV Satire) 41

THE SYMBOL TRUTH DEPARTMENT

Picture Road Signs We'd Like To See 19

** Various Places Around The Magazine

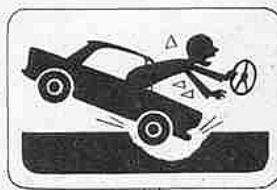
VITAL FEATURES

THE GREAT
GASBAG
(MOVIE
SATIRE)
Pg. 4



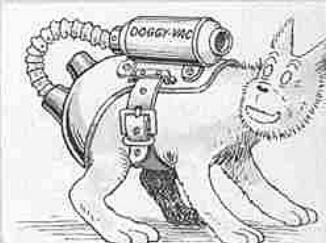
DON MARTIN'S
NATURAL
HISTORY
MOVIES
Pg. 12

PICTURE
ROAD SIGNS
WE'D LIKE
TO SEE
Pg. 19



THE LIGHTER
SIDE OF
STAYING
YOUNG
Pg. 24

MAD SOLVES
BIG CITY
DOGGIE-DO
PROBLEMS
Pg. 32



THE SIX
MILLION
DOLLARS, MAN!
(TV SATIRE)
Pg. 41

THE ECCHORCIST

"The Exorcist" is an excellent film and I was glad to see you have fun with it without dishing out the usual insults you see in most MAD movie satires. Or could it be that Larry Siegel is every bit as skillful as its author, William Peter Blatty? Devil only knows!

Al Alongi
Rosedale, N.Y.

Wicked men! For your irreligious treatment of "The Exorcist," I shall pray for you every night . . . for making me laugh like *\$#*!

Sister Anne Marie, O.S.F.
Madonna High School
Chicago, Ill.

I don't know what possessed me to read it!

Paul Marek
Bethany, Okla.

Your "Exorcist Barf Bag" cover was a good precautionary measure, but since MAD is a family magazine, shouldn't you have offered the big family size bag?

Arthur Greenwald
Pittsburgh, Pa.

The Devil had already used my Barf Bag!

Steven Vogler
Downers Grove, Ill.

Please accept my blessings for "The Exorcist" . . . and "Ring Around The Collar" to you, too!

Alison Kahn
Trans-Lux Corporation
New York, N.Y.

I'd like to give Mort Drucker and Larry Siegel a piece of my stomECCH!

Fleming Free
Savannah, Ga.

My latest MAD is possessed by the Devil. He keeps shutting the magazine on me before I'm even half-finished. Quick, send me a new issue or a priest!

Scott McClain
Bloomingdale, N.J.

I wasn't taking any chances! I got out of bed when I started reading "The Exorcist."

Brian Inglis
Los Altos, Calif.

My bed kept on shaking . . . from my laughter!

Robert Meerland
Vancouver, Wash.

Demonic possession is an area of life that should be left alone. It is too serious and deadly a subject to scoff at! Incidentally, have you tried calling the homes of Larry Siegel and Mort Drucker lately . . . ?

J. T. Lambert
Liverpool, N.Y.

You certainly gave the Devil his due with your choice movie selections in #170: from demonic possession to Devil's Island.

Linda Perney
New York, N.Y.

IMPEACHMENT NEWSPAPER STORY

Regarding Frank Jacobs's "All-Inclusive-Do-It-Yourself Impeachment Newspaper Story," have you ever considered how many different possible stories you have? You have 12 different word "blanks," each with 12 possible words. That means that you have 12^{12} , or 8,916,100,447,000 combinations of words for your "Impeachment" newspaper clipping. If one were to read each possible combination at the rate of 3 clippings per minute, it would take 5,654,553 years to read them all. You may lose a lot of your readers this way, since they now have enough reading material to last them the rest of their lives. This may be worth considering before you print any more "Do-It-Yourself" stories. Well, time to get back to my MAD. I still have 8,916,100,444,397 more news stories to read.

Kenneth Mikulina
La Grange, Ill.

A MAD LOOK AT A TV COMMERCIAL

Al Jaffee's "A MAD Look At A TV Commercial" was a very sticky situation.

Nick Korn
Louisville, Ky.

HORRIFYING CLICHÉS

Those "Horrifying Clichés" are more fun than a barrel of monkeys. But, it's like I tell my kids—they should avoid clichés like the plague.

Mary Hirt
Lorain, Ohio

Once again, May Sakami and Paul Coker, Jr. have given definite form to *time-honored Clichés*. But, as a result of our recent national dilemma, an equally horrifying Horrifying Cliché became part of our language. And I'd like to see it Cokerized. Mainly, "Deleting An EXPLETIVE" . . .

Barbara Nell King
Cosmopolitan Magazine
New York, N.Y.



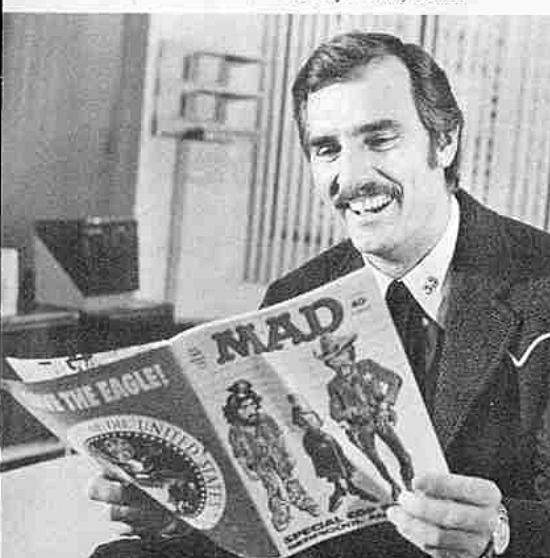
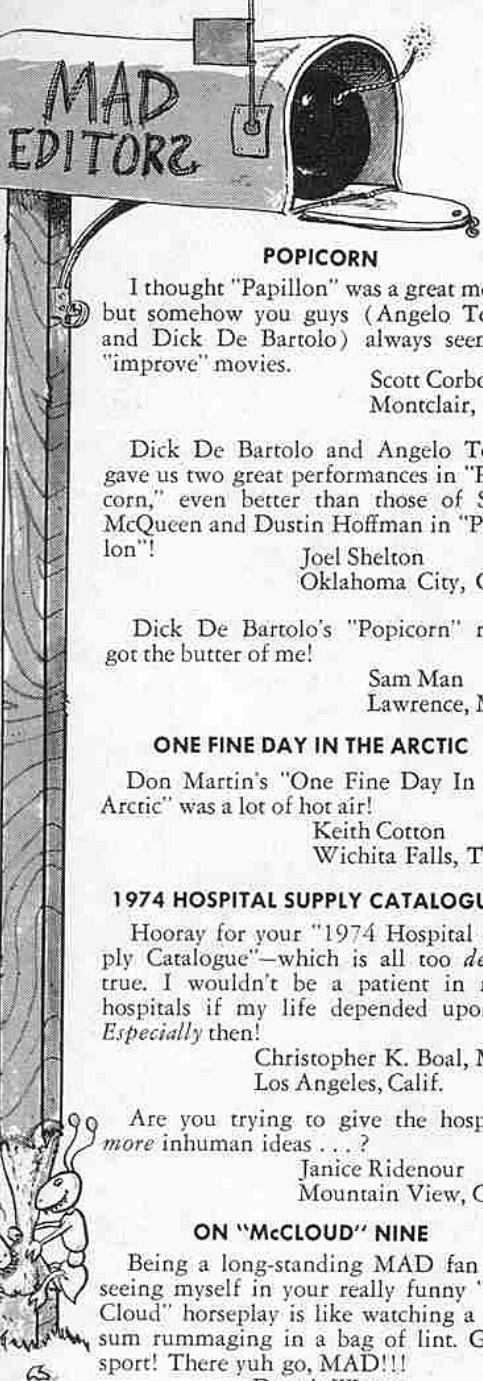
Coker Deletes An Expletive!

After I read your "Horrifying Clichés" I threw my copy of MAD into the garbage can. You might say I was "Dropping A BOMB."

Eddie Dezen
Cumberland, Md.

Please Address All Correspondence To:
MAD, Dept. 172, 485 MADison Avenue
New York, New York 10022

Unsolicited manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope!



HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?



LIFT YOUR SPIRITS BY GIVING... GIFT SUBSCRIPTIONS TO MAD

... and we'll send cheery "Christmas Gift Announcements" telling the lucky recipients who the Dickens to blame!

use one or more coupons or duplicates

use one or more coupons or duplicates

MAD

485 MADison Avenue
New York, N. Y. 10022

I enclose \$10.00* Please send a
20 Issue GIFT SUBSCRIPTION to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP-CODE _____

An Absolute Must!

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

MAD

485 MADison Avenue
New York, N. Y. 10022

I enclose \$10.00* Please send a
20 Issue GIFT SUBSCRIPTION to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP-CODE _____

An Absolute Must!

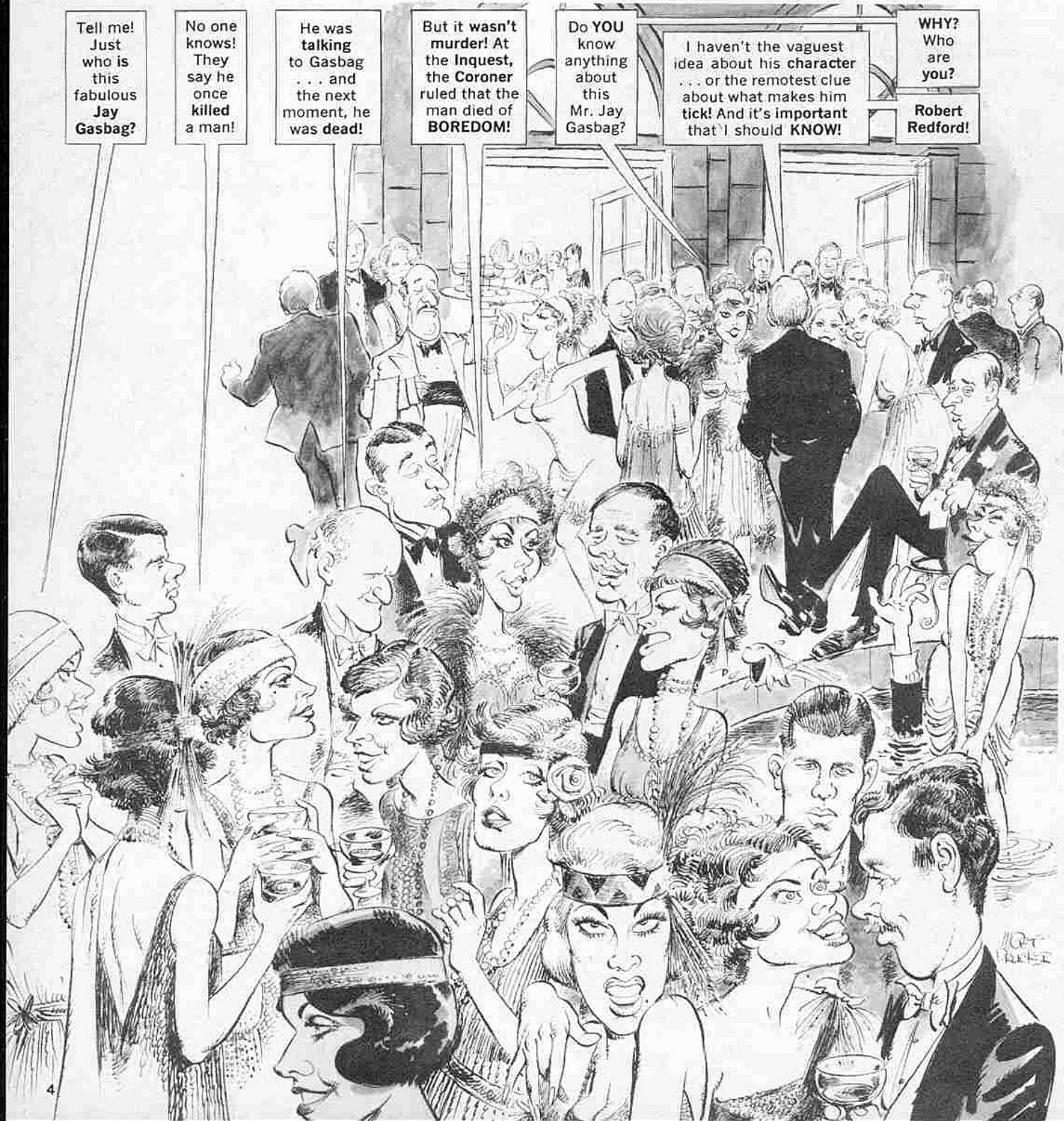
AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

* In Canada, \$10.00 in U.S. Funds
payable by International Money
Order or Check drawn on a U.S.A.
Bank. Outside the U.S.A. and
Canada, \$12.50, payable by Inter-
national Money Order or Check
drawn on a U.S.A. Bank. Please
allow 10 weeks for your subscrip-
tion to be processed. We cannot
be responsible for any cash lost
or stolen in the mails, so...
CHECK OR MONEY ORDER PREFERRED!

THE BORING '20'S DEPT.

Remember what a big deal all the magazines made about the "Gatsby Look"? Remember how everybody was ready to start wearing Gatsby hats and Gatsby suits and Gatsby shirts and the entire garment industry was all cranked up to start grinding out Gatsby fashions? Well, it seems that the "Gatsby Look" never really took off! Why, you ask? What killed the "Gatsby Look"? That's easy! The MOVIE came out! And to show you how and why this deadly film killed the whole dopey fad, we now present our version . . . which we call . . .

THE GR





EAT GASBAG

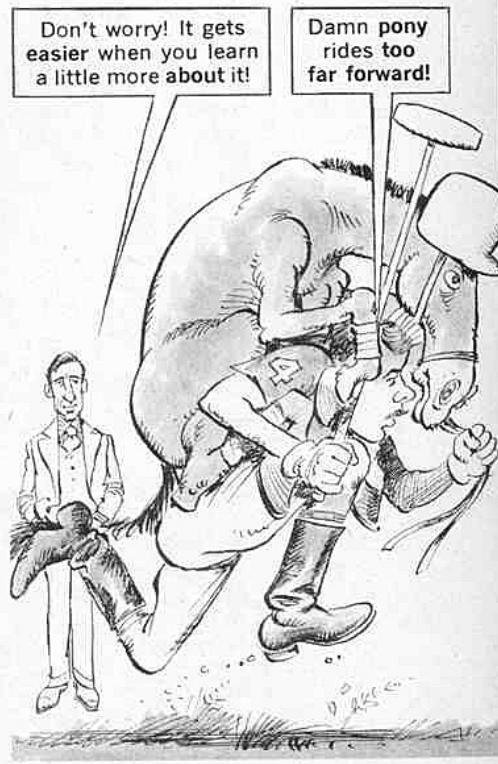
"I'm Nick Carrawayseed . . . your narrator . . . who happens to have a bigger part in this picture than the STAR! Anyway, I'd rented a place at Poached Egg, Long Island, for the Summer so I could be near my cousin, Dizzy Pewkanan! Not that I LIKE rich people! I think the Idle Rich are a pathetic lot! It's just that what's even MORE pathetic is someone like ME . . . one of the IDLE POOR!!



ARTIST: MORT DRUCKER



WRITER: STAN HART



Damn pony rides too far forward!



How long have we been lying here like this, Jordan-Almond?

Since 3:00 P.M. yesterday!

What say we change positions?

Whatever FOR . . . ?!

I feel a need to UNWIND!!

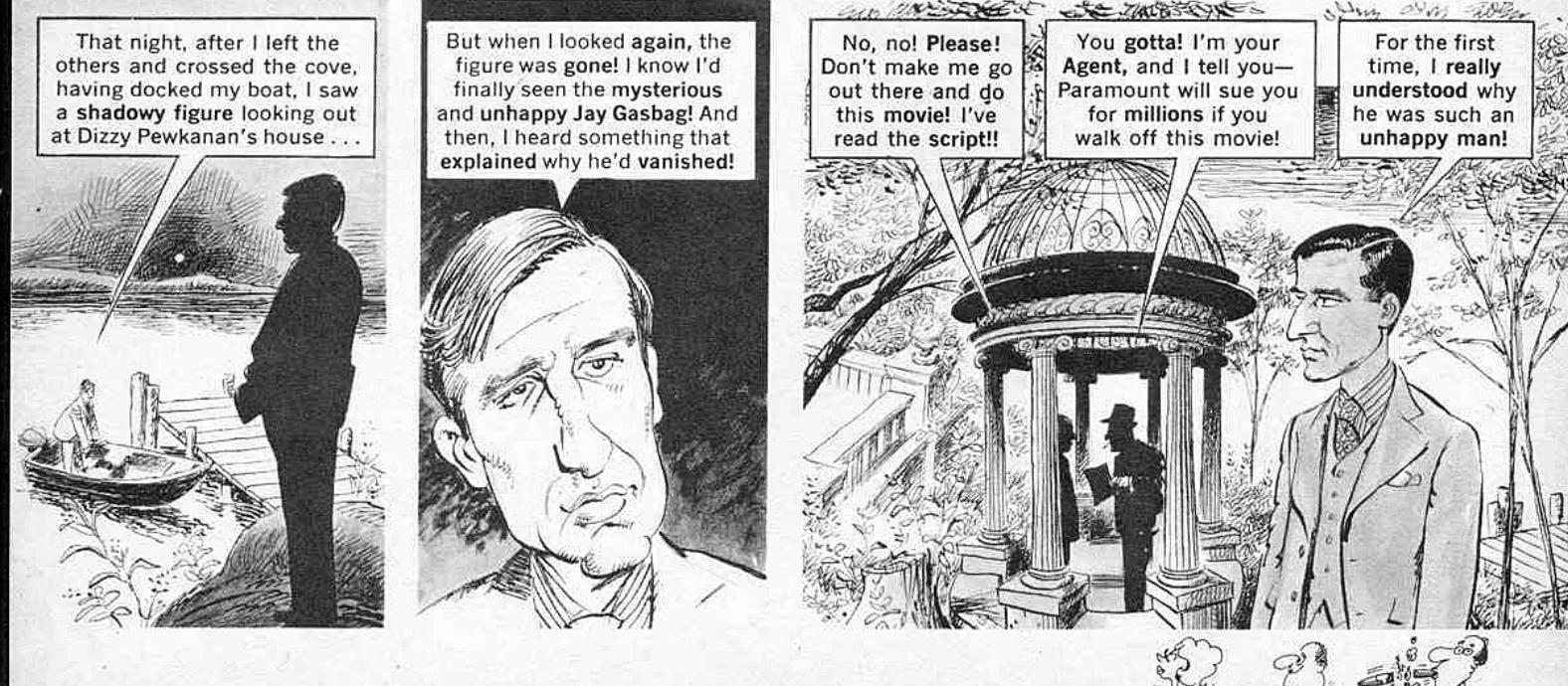
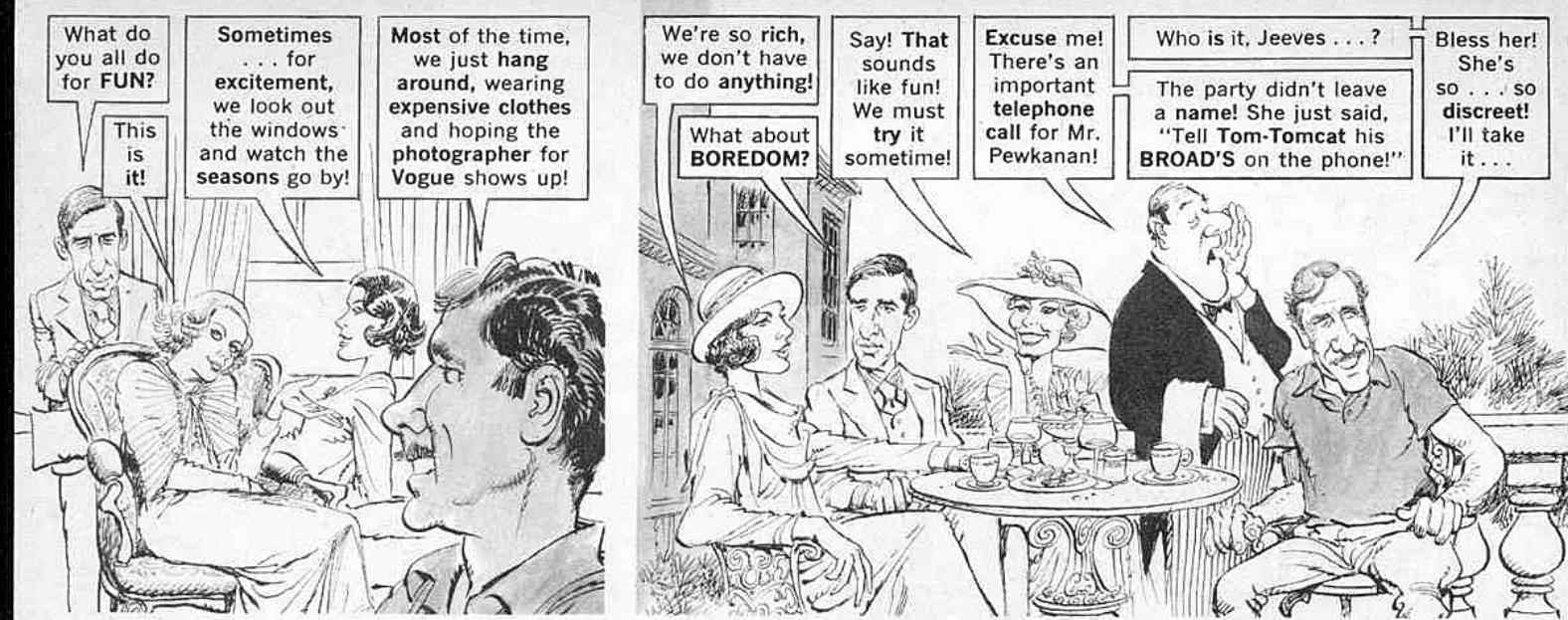
NICK! Nick, Dahling! I'm absolutely paralyzed with joy to see you!

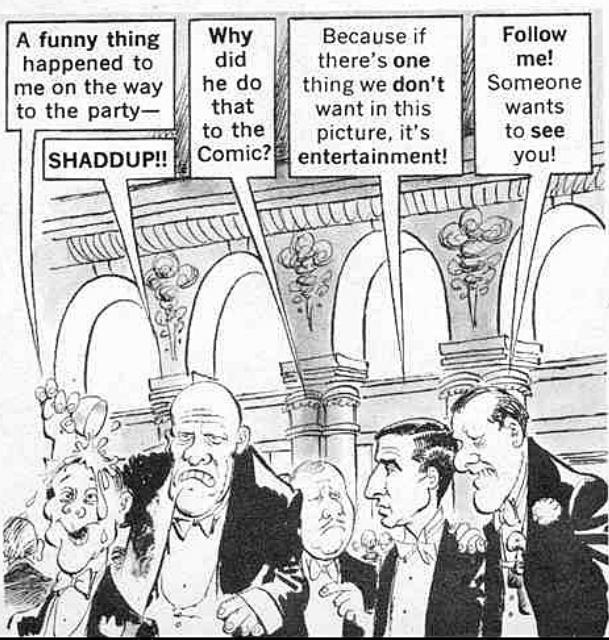
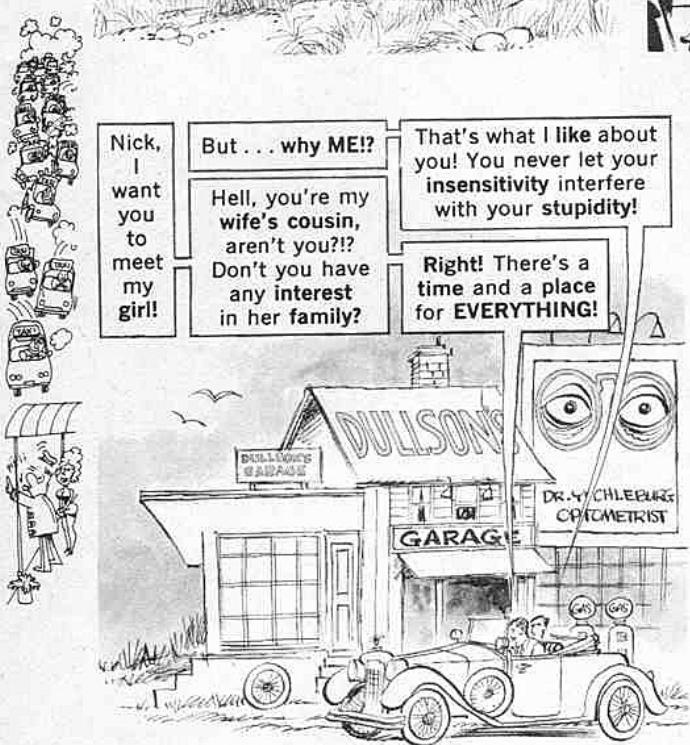
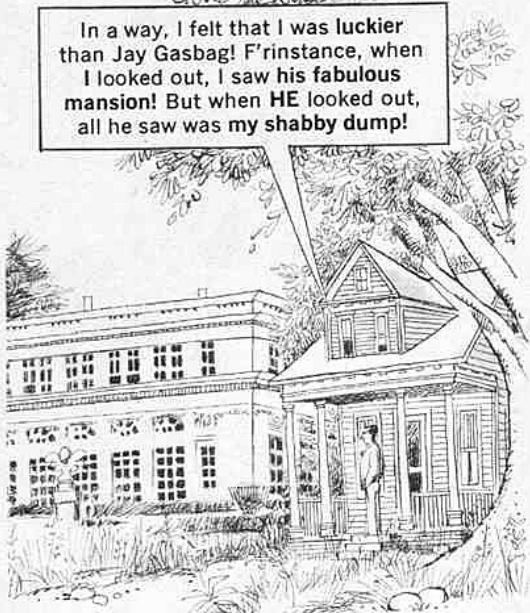
Hello, Dizzy! It's fantastic! I remember you as an unattractive, skinny, terribly affected girl!!

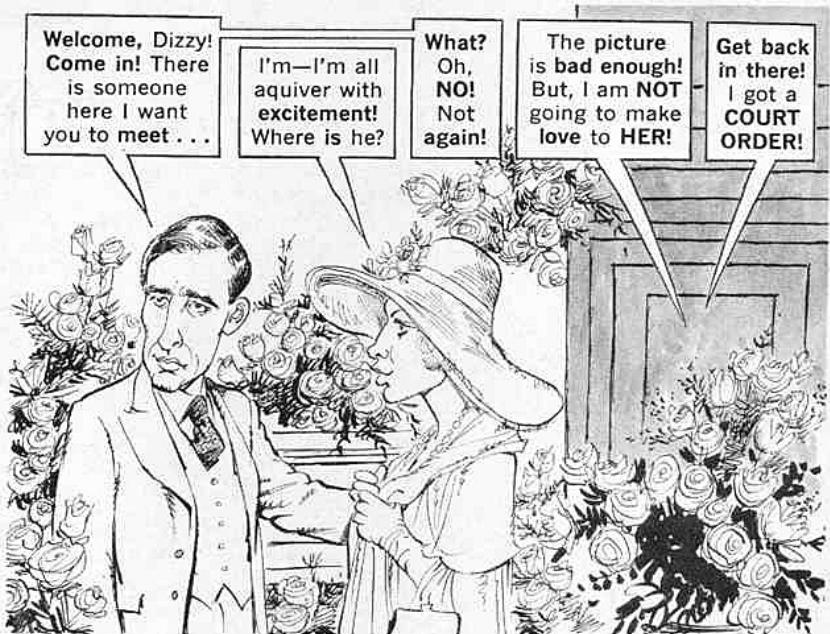
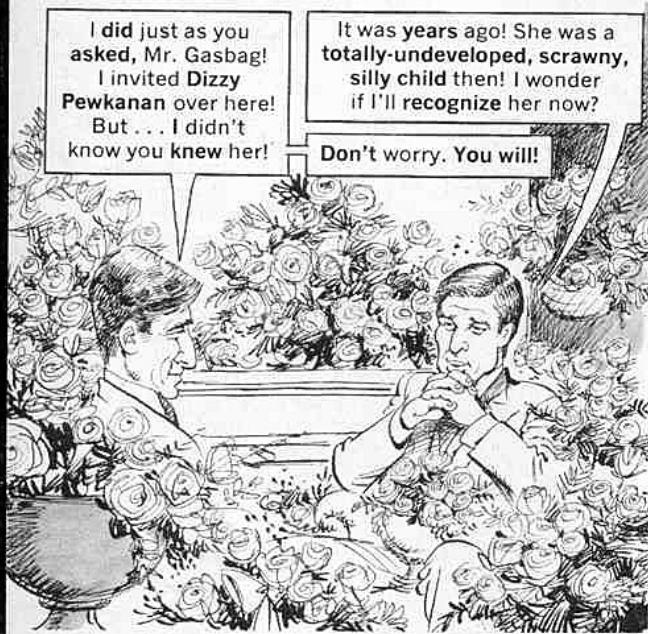
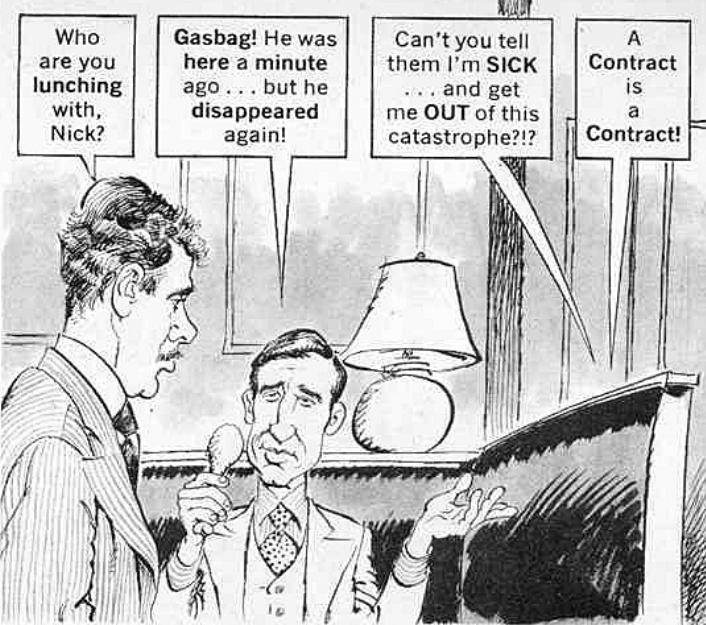
... and you're amazed that I've changed so in the past 5 years!

No . . . I'm amazed that you HAVEN'T!









Look at this!
Why, you kept
a scrapbook
about me! How
sentimental!

Yes! Even
after you
broke my
heart!

Oh . . .
by the
way . . .
why DID
you marry
Tomcat
instead
of me,
anyway?

Because you were
a poor soldier,
and he was a rich
draft-dodger!

That's why I love
you! Your values
are so real! Then
you never really
married for love!

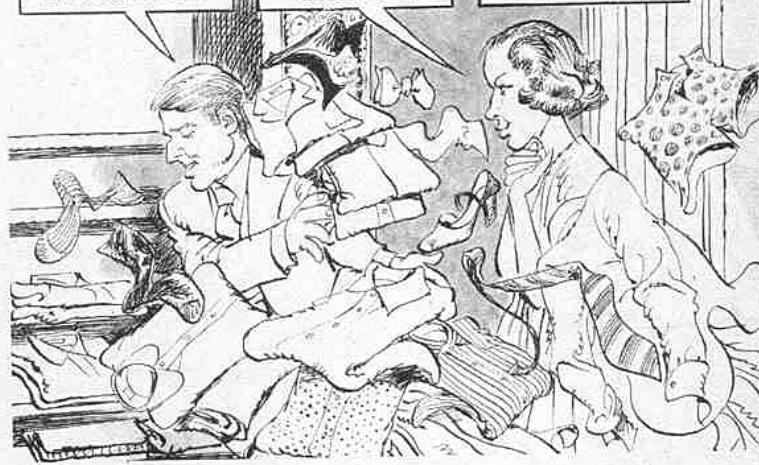
Of course
I did! I
love money!

How could
anyone help
but adore
such a
worthwhile
person!?

Look, Dizzy . . .
I have dozens of
suits, hundreds of
shirts, thousands
of ties, millions
of shoe laces . . .

Jay . . . are you
showing me all
this to impress
me with your
wealth . . .?

No . . . because
Paramount spent
over \$2,000,000
on my wardrobe,
and **SOMEBODY**
ought to see it!



I wonder if we
can recapture
those days so
long ago when
we were young
and **so** in love?

Of course! I'll put on
my old uniform . . . and
I'll look exactly like
I did during the War!!

Oh, would you!?

I meant **BEFORE**
you were in combat!

Oh . . .

As a friend,
Gasbag, I
must warn
you!
You're
headed for
trouble!

Why's that,
Old Snort?

Old Sport!!
Because you
can't repeat
the past!

But we **DID** repeat
the past! This is
the third time
Hollywood's
made "The
Great Gasbag"
. . . and failed!!



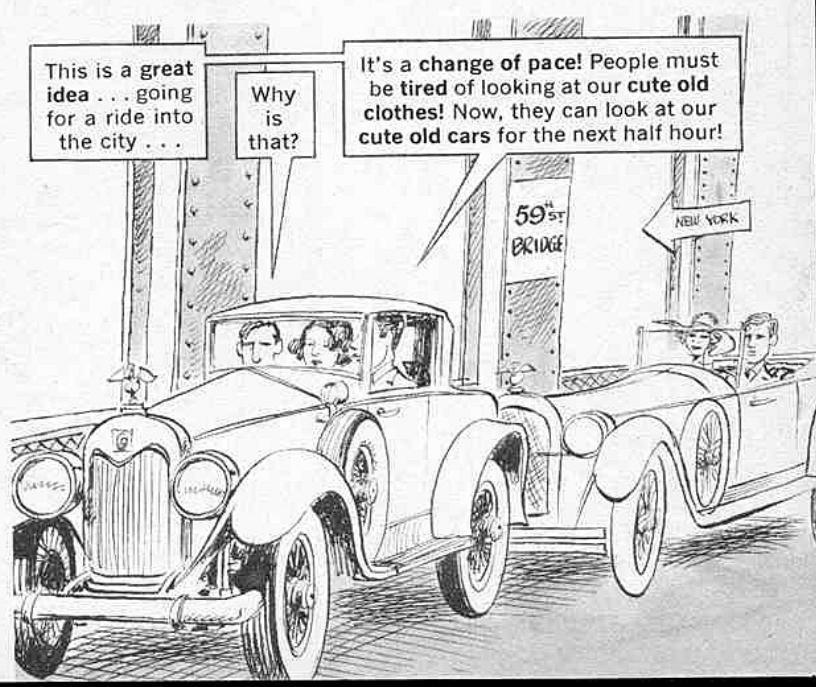
Lunch at the Pewkanan's! There we were, all at
one table! The air was charged with suspense!
Then, Gasbag broke the heavy silence by asking
the one question that was on **everybody's** mind!

Won't
this
picture
ever end?

This is a great
idea . . . going
for a ride into
the city . . .

Why
is
that?

It's a change of pace! People must
be tired of looking at our cute old
clothes! Now, they can look at our
cute old cars for the next half hour!



Tomcat, your wife doesn't love you! She never DID!

Dizzy, tell him you never loved him!

TELL him!!

Good girl!

Hmm! Well! While we're AT it... maybe the folks would like to see you quack like a DUCK?!!

That's a LIE!

I....I....

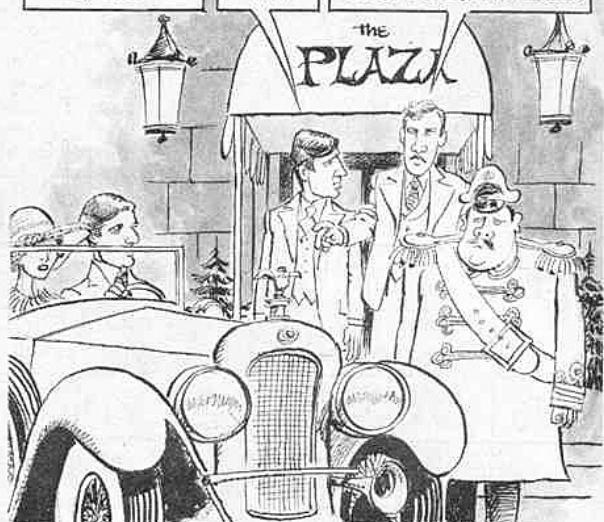
I never loved you, Tomcat!

Is there anything ELSE you want?

That scoundrel has thoroughly hypnotized my wife!

How can you tell?

She just told me that she was leaving me and taking custody of Huey, Dewey and Louie!



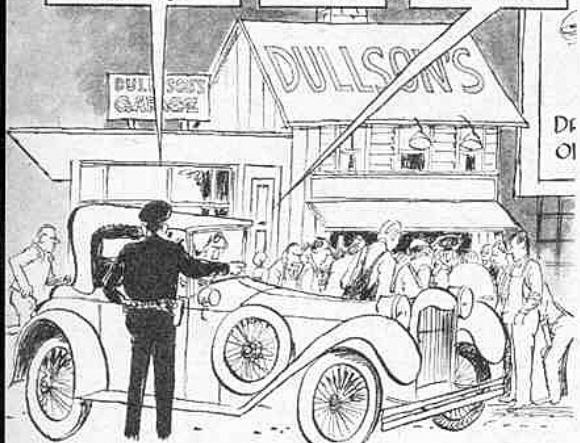
What happened?

Fertile just ran in front of a speeding car, and she was killed instantly!

Oh, no! Why . . . ? WHY?!!

You mean, why was it HER?

No, I mean, why didn't they FILM the only scene with any ACTION in this entire movie?



I loved her . . . and now she's —choke— she's gone!

Dullson, you've got to stop all this talk! You just have to!!

But, why . . . ?



Because it's so damned BORING!!



Is that YOU, my precious darling, my dearly beloved, my sweet pussycat?

I'm wise to you, Gasbag! You want to break up my home!

WHAT . . . ?!!

By calling me "darling" and "pussycat," you're trying to steal me away from my wife! I can't let you do that . . . !

Okay! I see you're determined to shoot me! But, please, just grant me one last request . . . ?

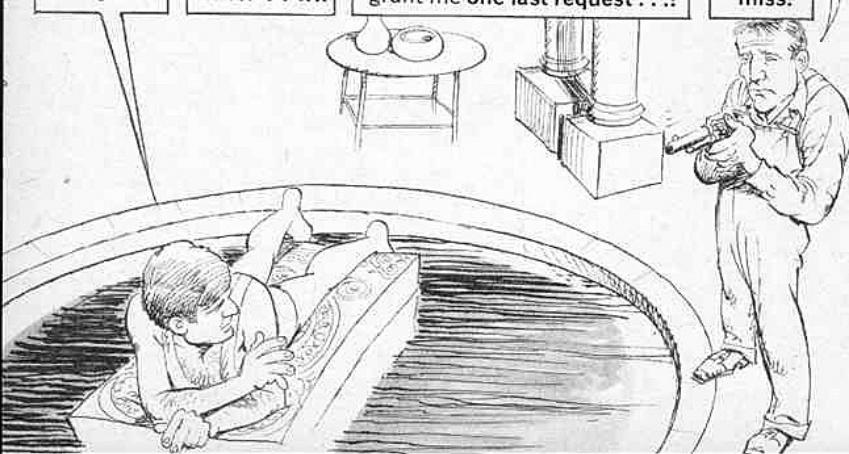
Sure! What is it . . . ?

Whatever you do, DON'T miss!

Okay! Take that . . .

It's a small price to pay to finally get out of this movie!

BLAM! BLAM!





Alfred's Poor ALMANAC

NOVEMBER

FRI 15	Taffy-maker Bascomb Heemish is found guilty of embezzlement, sentenced to a long stretch, 1936.	THURS 14	The Bad News is that MAD #172 goes on sale today. The Good News is most MAD readers are illiterate.
SUN 17	Walt Disney workers strike for higher wages, resulting in suspended animation, 1954.	SAT 16	Fernando Magellan spots trombone floating in water, sails around the Horn, 1520.
TUES 19	Amy and Jenny Lumet picket local ice-cream parlor, demand a fair shake, 1968.	MON 18	Unidentified man dies on steps of Vatican; five priests get a piece of the unction, 1950.
THURS 21	The White House invents Watergate Roulette—five pro-administration witnesses and John Dean, 1973.	FRI 22	U.S. Mint disciplines Leo Yancy, foreman of silver dollar section, by confining him to quarters, 1921.
SAT 23	The IRS investigates Billie Jean King's net income, 1973.	SUN 24	The IRS investigates Don Martin's gross income, 1973.
MON 25	Frank Prince wins blind-folded cookie identification contest, says it was a snap, 1966.	TUES 26	Charles Schulz's birthday—52 years old and still working for Peanuts!
WED 27	Sacks Sports Stores offer velvet sweatshirts for athletes who want to be gym-dandies, 1970.	THURS 28	Thanksgiving Day. Also observed as The Alka-Seltzer Day of Deliverance.
FRI 29	Santa Fe & Erie Railroads begin mutual improvement program, pledging to renew old ties, 1957.	SAT 30	Any kid who wants to grow up to be a vivisectionist has his work cut out for him.

WRITER: FRANK JACOBS

DECEMBER

SUN 1	Bootblack Leroy Skiddle applies brown paste to black shoes, invents the polish joke, 1955.
MON 2	Horsewoman Brenda Vink wears riding outfit 24 hours a day, says she can't get out of the habit, 1952.
WED 4	Newsman Felix Aquito swims Gulf Stream, says it helps him keep up with current events, 1966.
FRI 6	Untidy, titled Englishmen invariably have terrible manors.
SUN 8	Stories about escaped convicts are usually runaway best-sellers.
TUES 10	Jules Pfeffer completes screenplay for sex film on candy workers, calls it "Caramel Knowledge", 1972.
THURS 12	Frank Sinatra's birthday. And you damn well better not forget it!
SAT 14	Lynch mob in Georgia organizes country's first Swinging Singles Weekend, 1921.
MON 16	Sandy Warphole paints can of Coca Cola, invents Soda Pop Art, 1961.
WED 18	Dope Addict, Richard The Mainline-Hearted, designs new armor for himself, invents junkie mail, 1305.
FRI 20	The earth makes 1 revolution per year, except in South America, where the figure is much higher.
SUN 22	Wastrel Peter-Eric Putnam goes through his Fortune, decides it makes for dull reading, 1959.
TUES 24	'Tis the Night Before Xmas, and all through the nation, your bonus means nothing because of inflation.
THURS 26	Joliet cons revolt during guest appearance of Henny Youngman, resent being treated as captive audience.
SAT 28	Satellite photographs Philadelphia from 75 miles up; cameras fail to function due to boredom, 1970.
MON 30	Chief Running Ear refused entry to Pow Wow of Indian Chiefs for failing to confirm his reservation, 1851.
SUN 1	Beginning of Annual Jivaro Headhunters Clearance Sale. Fantastic Reductions!
WED 25	Christmas Day. On the First Noel, the angels did say, you'll be paying your bills from now until May.
FRI 27	Fat women are often ignored because of their bad breadth.
SUN 29	Saran display collapses on Selma Yulvey, resulting in a wrap in the mouth, 1971.
TUES 31	Guy Lombardo invents New Year's Eve, 1898.

JANUARY

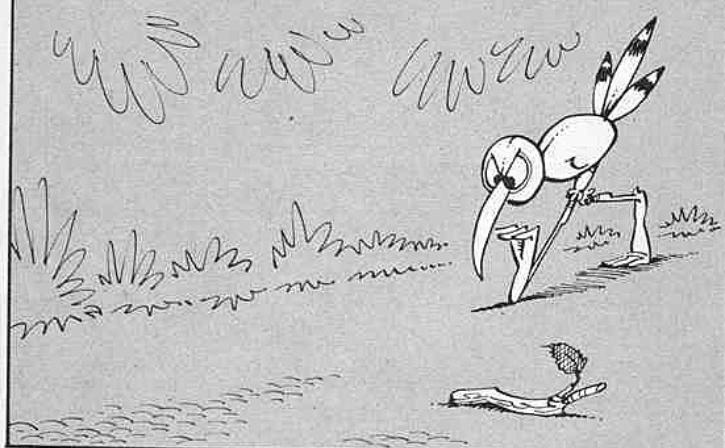
1

The Bad News is: tomorrow MAD #173 goes on sale. The Good News is: this is the last Poor Alfred's Almanac.

DON MARTIN'S NATU

Short Subject #14: Insect Mast

"Probably some of the most creative camouflage mimics in the insect world are the inventive Burmese Twig Beetles!"



"Not only are they able to appear exactly like a twig . . ."



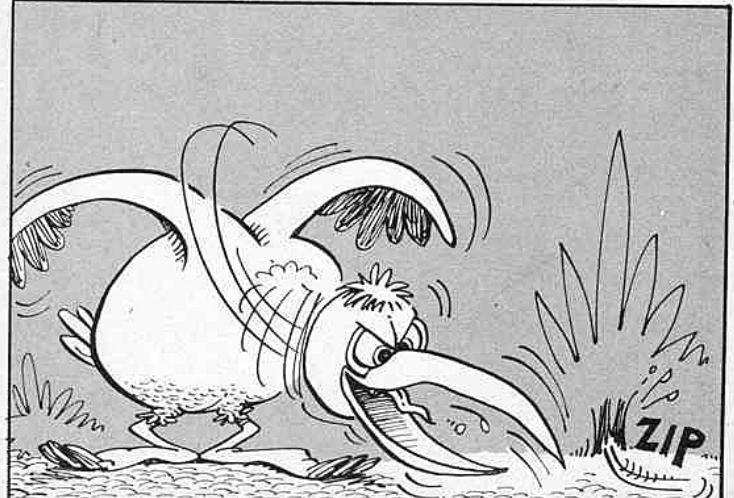
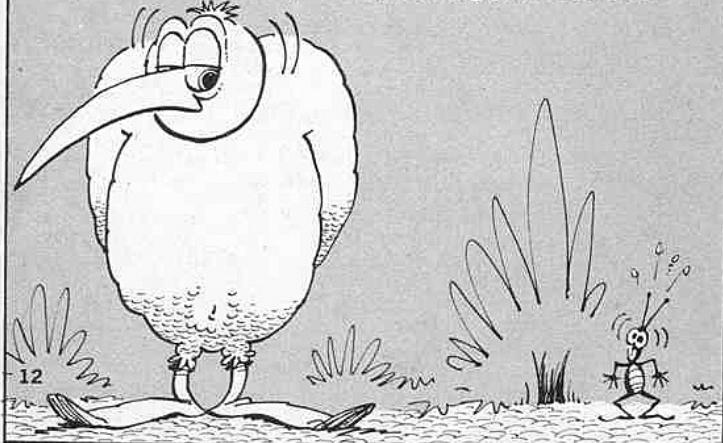
"Because of his hideous-colored markings and wild hair . . ."



" . . . he can completely fool both his enemies and his prey!"



"Here we see how, in self-defense, he can thwart detection from his most feared predator, the hungry Anteater Bird!"



NATIONAL HISTORY MOVIES

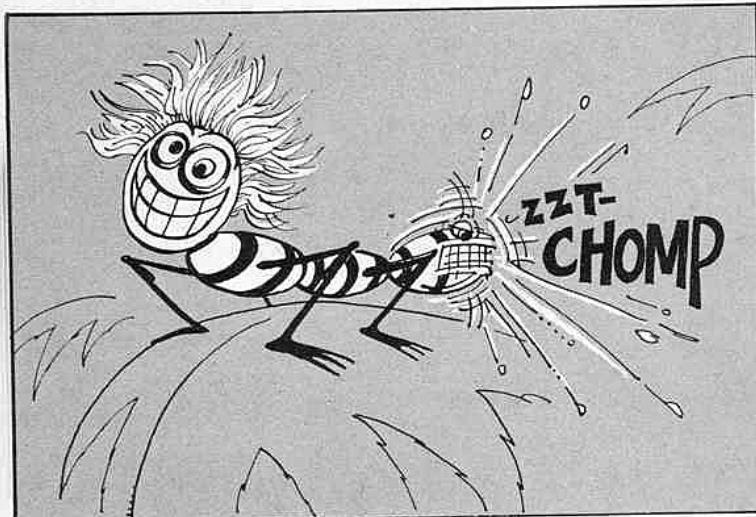
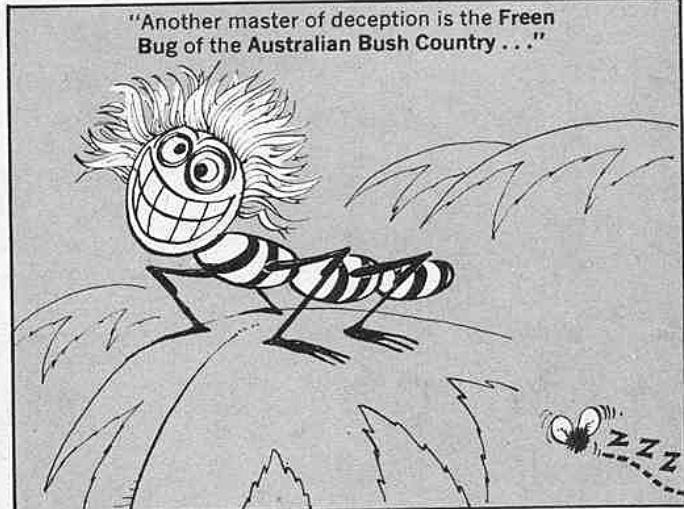
bers Of Camouflage And Illusion



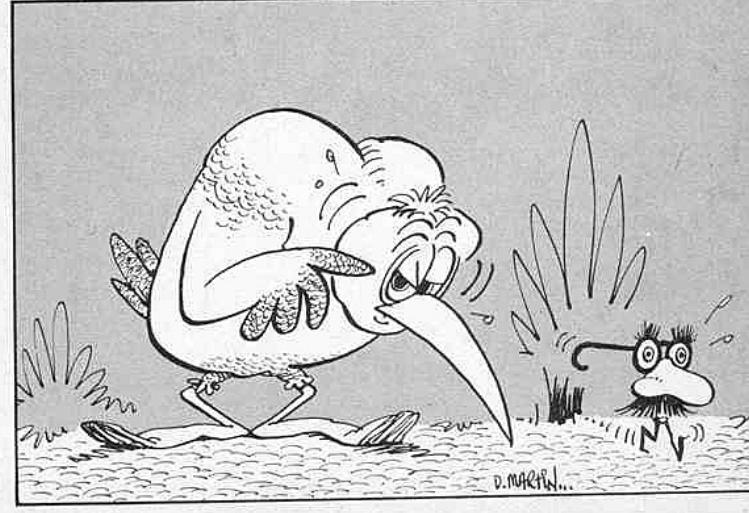
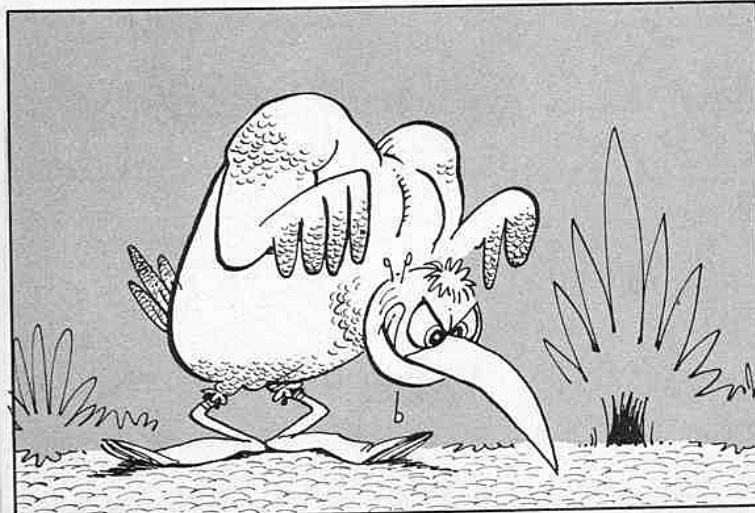
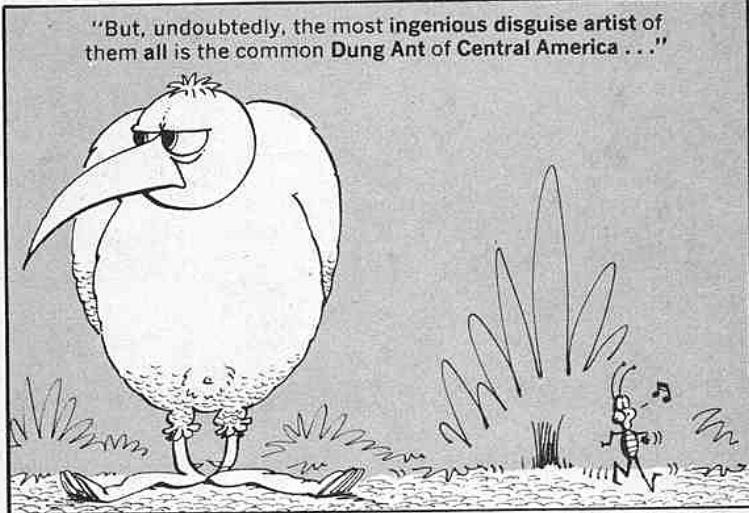
"... but the manner in which they achieve this likeness is fascinating!"



"Another master of deception is the Freen Bug of the Australian Bush Country . . ."



"But, undoubtedly, the most ingenious disguise artist of them all is the common Dung Ant of Central America . . ."



D. MARTIN...

Once upon a time there was a wonderful period called "the good old days". The reason that the "good old days" are called "good" can be easily explained: The people didn't have to put up with the messed-up world of the present. But what if they had? How would it have changed the course of history? The progress of man? To find out, let us see just what possibly might have happened

IF THE WORLD FACED THE CO

WRITER: FRANK JACOBS

Betsy Ross Gives Up After Mob Burns Flag

PHILADELPHIA, July 3—Screaming youths, chanting anti-American slogans, stormed the home of Betsy Ross today and burned the flag she had been working on since the beginning of the American Revolution.

"Land sakes, I don't know what the country's coming to," said Miss Ross, whose living room was strewn with charred bits of stars and stripes. "Just think of it," she said. "Eight months of sewing gone down the drain."

Miss Ross confirmed reports that she will soon move permanently to England.

"As far as I'm concerned, we deserve to lose this revolution," she

said. "I don't think much of King George, but at least he rules a country where there's still law and order and people act civilized."



Miss Ross after Mob had stormed her home.

PAUL REVERE STALLED BY TRAFFIC TIE-UPS

BOSTON, April 19—Traffic tie-ups between here and Lexington last night prevented Paul Revere from completing his ride to warn Revolution leaders to flee the attacking British.

As a result, both John Hancock and Samuel Adams have been captured and the Redcoats now control the entire area. Insiders fear the Revolution may now be lost.

"I wanted to warn them," a disgusted Revere said today, "but the roads were still clogged with the rush-hour traffic heading from Boston to the suburbs. You'd think by midnight the highways would be clear."



Paul Revere after abortive ride attempt.

Power Failure Darkens Edison's Demonstration Of New Electric Light

NEW YORK, April 14—A power failure at Con Edison's main power plant, the third such failure this year, tonight prevented Thomas Edison from demonstrating his new, much discussed electric light.

The breakdown occurred as the noted inventor pulled the switch, which was supposed to light up several blocks in downtown Manhattan.

"What really bugs me," Edison said, "is that the utility that messed up my demonstration is named after me."

Edison has suffered a succession of failures with his inventions. America is still waiting for his phonograph, manufacture of which has been delayed by a strike of tone-arm workers. Distribution of his motion-picture camera has been delayed by the recent railroad slowdown.

"I may just chuck this whole inventing bit and become a farmer," Edison said, prior to his return to his workshop in Menlo Park, which may be closed in any case because of zoning law violations.

Smog Spoils Key's Attempts To Finish 'Star-Spangled Banner'

Low-lying smog continued to blanket the Maryland coastal area for the second straight week, ending Francis Scott Key's efforts to observe Fort McHenry and thus finish his "Star-Spangled Banner."

"Sure, I'd like to finish the song," Key said, "but I can't see if our flag is still there. Maybe it is. Maybe it isn't. I could wait here forever for the damn smog to lift. As far as I'm concerned, some other guy can write the stupid song."

JUNK MAIL ENDS PONY EXPRESS

ST. JOSEPH, MO., Aug. 4—Blaming the recent increase in junk mail, riders for the Pony Express walked off the job today, ending mail service from here to the West Coast.

"We don't mind doing our a job," a spokesman for the riders stated, "but our horses just can't pull the load of discount catalogs, mutual fund brochures and the rest of the garbage that's being sent out to folks who don't want it."

Rider William F. Cody stated that during the past two months he was

forced to shoot three of his horses after they collapsed beneath the weight of the overloaded pouches.

"It just don't make no sense," Cody said, "especially since half the folks out West can't read anyways."





OF YESTERDAY CONDITIONS OF TODAY

Wellington Blames "Stoned" Troops After Loss To Napoleon At Waterloo

PARIS, March 27—A defeated Duke of Wellington today blamed the drug problem for his overwhelming defeat by Napoleon Bonaparte at Waterloo.

"My men were stoned on smack, hash, grass, you name it," said the Duke, en route to a French prison camp. "Only about one-fourth of them were in condition to fight. The rest were turning on behind the lines. I ordered my officers to shoot any man who wouldn't fight, but most of them were zonked worse than the troops."

In London, the Prime Minister summoned Parliament to discuss the military disaster. Only ten members

showed up, the rest being flipped out on speed. According to high governmental sources, the drug problem has ended all thoughts of a British Empire.



Wellington, with stoned officers and men.

Skyjacker Forces Lindbergh To Fly Airplane To Cuba

Charles Lindbergh's hopes of making the first trans-Atlantic crossing by plane were crushed today when a skyjacker forced him to fly to Cuba.

Roman Hidalgo, an out-of-work anarchist, sneaked aboard Lindbergh's plane, "The Spirit of St. Louis" shortly before take-off and forced the aviator at gunpoint to change course.

In Havana, Lindbergh, who has been nicknamed "Luckless Lindy," decried the recent outbreak of air piracy and disclosed that he would soon resume his career of stunt-flying at air shows and state fairs.

"Let someone else fly the Atlantic," he said. "I'm gonna stay where it's safe."



Pyramid Construction Halted

Cheops, most exalted Pharaoh of Egypt, today suspended construction of the Great Pyramid after discovering that young vandals were defacing the foundation with graffiti.

"From now on," Cheops declared in a press conference, "every offender who is caught will have his right hand chopped off and his spray gun confiscated."

CHARIOTS RECALLED BY FACTORY; NERO CANCELS RACES AT COLOSSEUM

ROME, July 10—A structural defect described as "axle warp" has prompted the Ajax Chariot Works to recall more than five thousand of its new model "Claudius" chariots. As a result, Emperor Nero has been forced to cancel Saturday's races, bringing disappointment to more than twenty thousand season ticket holders.

The president of Ajax, Flavius Maximus, regretted the decision, but promised that the faulty axles would be repaired in time for next week's races at the Big C.

Nero, who is Rome's Number One chariot fan, has announced a spectacular new entertainment to replace the races. Highlight of the card will pit one hundred Christians against fifty starved, man-eating African lions.

"It's not that I have anything against lions," Nero said today, "even though it seems a bit unfair that they should be outnumbered by the Christians two to one."

Angered Indians Wipe Out Plymouth Colony, Avenging Thanksgiving Day DDT Poisoning

PLYMOUTH, Nov. 27—The entire population of Plymouth Colony was massacred by Indians today following the first and only Thanksgiving Day dinner, in which more than half of the celebrants, many of them Indians, came down with food poisoning.

Turkeys containing excessive amounts of DDT were believed the major cause of the poisoning, which marred the holiday feast shared by the Pilgrims and Indians.

Indian leaders blamed the excessive use of pesticides by the colonists. Dangerous amounts also showed up in tests conducted on the corn and sweet potatoes served at the dinner. In addition, two squaws and a medicine man died from eating seafood containing mercury.

"White man louse up environment—white man die," stated a high ranking tribe member following the massacre.

rom at our dge nd le a at us at see es, I les at ck ne rn he ved im/ tos- eels arding

Franklin Leaves Philadelphia

PHILADELPHIA, Aug. 12—Benjamin Franklin plans to move from this city and retire from public life after being mugged last week while flying a kite outside his home.

"The streets just aren't safe any more," said the noted statesman, editor, inventor and phrase-maker. "I'm heading for the wilderness and taking my chances with the Indians."



Benjamin Franklin

Stanley Leaves Livingstone in Dispute Over House-Calls

LAKE TANGANYIKA, May 30—Henry M. Stanley, who found Dr. David Livingstone after a two-year search through tropical jungles, departed for London today, calling the doctor "a money-grubbing pill-pusher."

Stanley, who arrived for his meeting suffering from a feverish illness, declared that he was disappointed by the response to his greeting of "Dr. Livingstone, I presume."

According to Stanley, the doctor replied, "Take two aspirin, leave a specimen, and call me in a week if you're not feeling better. That will be fifteen dollars."

When Stanley's condition did not improve, he tried several times to seek Livingstone's aid. The doctor, however, refused to visit Stanley because he no longer makes house-calls.

"I tried to reach him for two weeks," Stanley said, "but all I got was his answering service, namely a native named Wamba."

low
ose
dis-
n't
he
er
re
v-
jn
or

y;
ess
rag

re
ng
ig.
vs

LIGHT BRIGADE REFUSES TO CHARGE AFTER PEACE RALLY



Chanting "Hell no, we won't go," 600 members of an English cavalry brigade refused to charge today, following an anti-Crimean War rally at Balaklava.

Hannibal Blames Computer Error for Alps Mix-Up

THE ALPS, Nov. 2—Hannibal called off his invasion of Rome today because of supply difficulties caused by a computer error in Carthage.

"I was supposed to receive food and supplies for 300 elephants," he said, "but something went haywire and I wound up with food and supplies for 300 hamsters."

As computer experts tried to correct the malfunction, Hannibal called for better quality control in the manufacture of bows and arrows.

"Weapon craftsmanship is becoming a lost art," he said. "A bow and arrow used to last an entire campaign. Today it's good for a couple of skirmishes, then falls apart. But what can you expect from a society that bases its economy on planned obsolescence?"



Hannibal with supplies for his 300 elephants.

Women's Liberation Threatens Camelot

CAMELOT, Jan. 14—The women's liberation movement is making a shambles out of King Arthur's Round Table, according to reports filtering out of the kingdom.

Acts of chivalry, in which knights protect maidens in distress, have become a thing of the past. At least half a dozen knights have been cursed and sneered at by maidens, who prefer to die rather than accept the help of a man. One knight, the famous Sir Lancelot, was severely bitten by a maiden when he tried to save her from three outlaws and a dragon.

It is reported that Arthur recently ordered his sorcerer, Merlin, to cast a spell to bring Camelot back to normal. Merlin, however, has been unable to help, his wife making him

perform domestic duties around the house.

According to the ex-queen, Ms. Guinevere, most of the maidens now belong to the Camelot Organization of Women (COW), whose aims are equal rights, membership at the Round Table, and coeducational jousts.

Insiders say that Arthur will disband his kingdom if the women go through with their plans to attend next month's royal feast in armored slacks.

Columbus Discovers New World, Decides He Prefers Old One

GENOA, Feb. 3—Christopher Columbus returned here today and announced he was giving up all plans to explore the New World.

The disgruntled navigator revealed that during his voyages he lost the Santa Maria in an oil slick and that the New World beaches were littered with beer cans, paper plates and other garbage.

"We had hoped to find some fresh drinking water when we landed," Columbus stated, "but every river and stream was polluted with industrial wastes and detergents. My nose is still filled with the smell of dead fish floating on the filthy water."

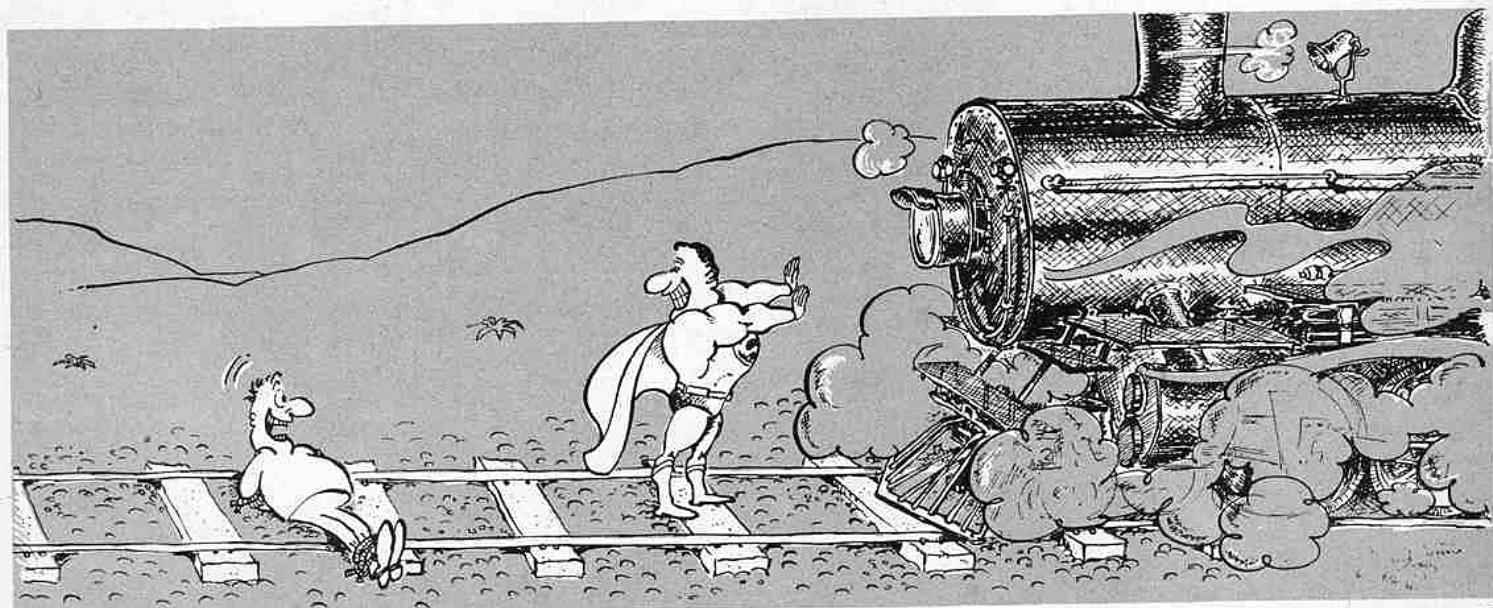
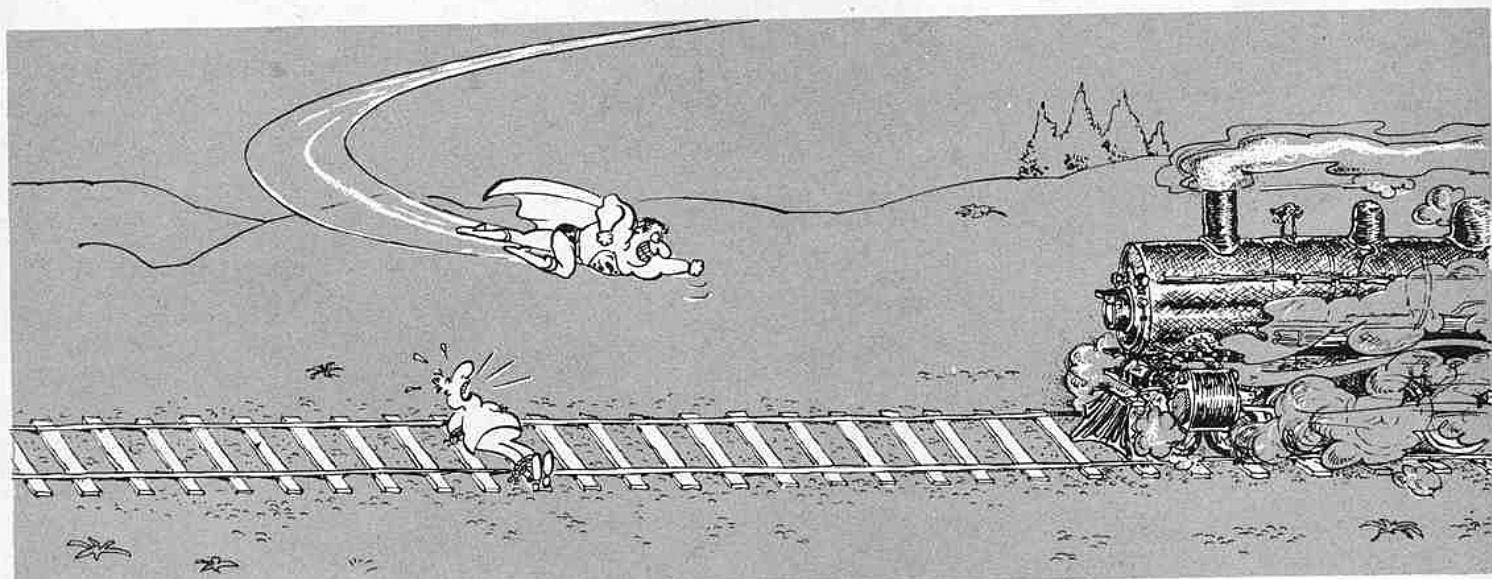
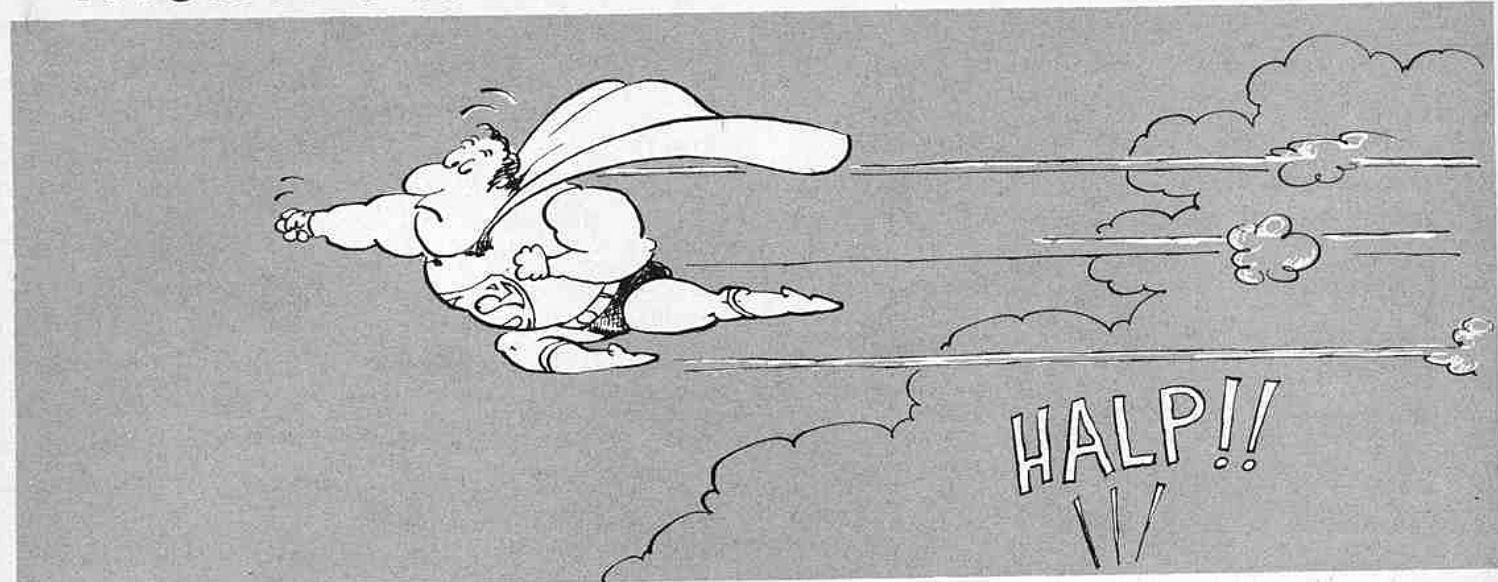
Columbus renounced all hopes for personal glory.

"Let Cortez or Balboa or one of those other meshugginahs sail the Atlantic," he said. "I'm staying here and opening a lasagna factory."



FROM "SUPER" TO NUTS DEPT.

MORE POWERFUL THAN A LOCOMOTIVE...





THE SYMBOL TRUTH DEPT.

American tourists driving through foreign countries are familiar with these concise and informative "Picture Road Signs" which transmit their message without the motorist having to know the language:



FALLING ROCK
ZONE AHEAD



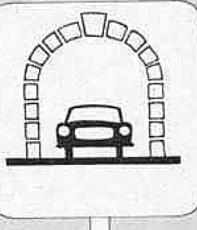
SLIPPERY
ROAD AHEAD



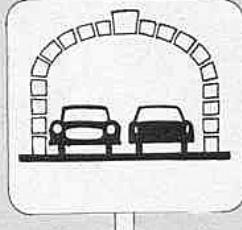
DRAWBRIDGE
AHEAD



ROAD WORK
AHEAD



SINGLE LANE
TUNNEL AHEAD



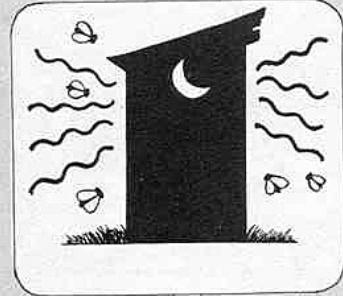
TWO-LANE
TUNNEL AHEAD

Now that foreign tourists will be touring America, we feel it's only fair that they be afforded the same convenience. And... in addition to the road hazards they are used to... foreign visitors should be warned about *peculiarly American* road hazards. In fact, even *Americans* will benefit from these

PICTURE ROAD SIGNS WE'D LIKE TO SEE

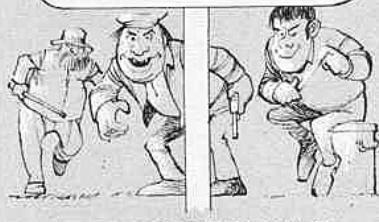
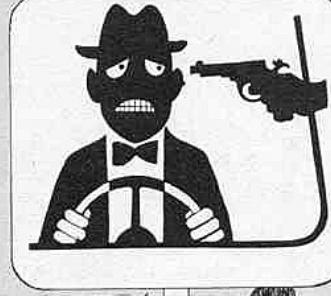
ARTIST: BOB CLARKE

WRITERS: AL JAFFEE & FRANK JACOBS



FILTHY REST AREA AHEAD

This neglected roadside rest area is garbage-cluttered and foul-smelling. Use in case of a dire emergency only!



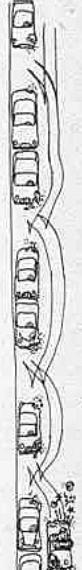
HIGH CRIME AREA AHEAD

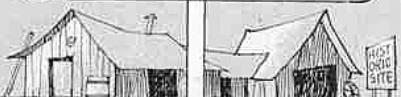
Watch out! Raise your windows, lock your doors and, if you're driving a convertible, put the top up—or else!



FREAKS UNWELCOME AHEAD

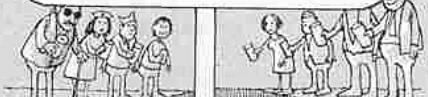
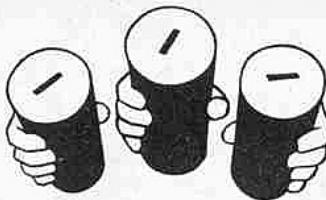
Long-haired, bearded, oddly dressed or other un-American-looking types should drive on through to avoid big trouble.





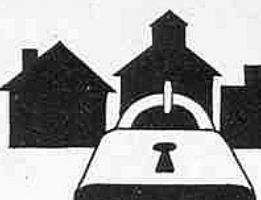
BORING HISTORICAL MARKER AHEAD

Shrines like "Barn Where Washington's Horse Was Gelded" may be great source of local pride, but \$2.00 parking fee and loss of an hour's vacation time makes stopping here of dubious value.



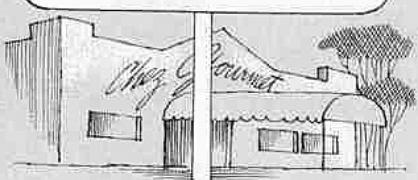
FUND-RAISERS AT STOPLIGHT AHEAD

The extra longlasting stoplight ahead has been adjusted so that flag-waving Veterans, Firemen, Little Leaguers, etc., can intimidate you into affirming your Americanism with a big donation.



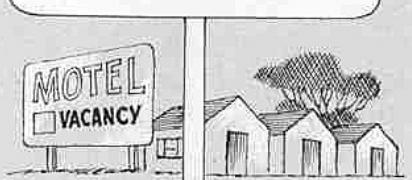
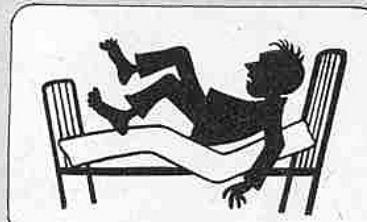
TOTALLY CLOSED ON SUNDAYS AND HOLIDAYS TOWN AHEAD

The town ahead observes all the Blue Laws ever written, which means no gas, food, shelter, toilet facilities or fun and diversion of any kind! And on Sundays and Holidays, it's even worse!



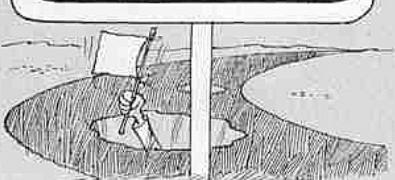
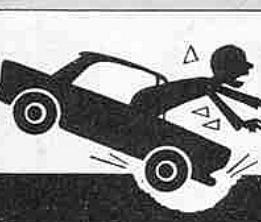
VILE RESTAURANT AHEAD

Motorist should not be misled by its quaint appearance or the "good food" signs. The Chef flunked out of the Mexican Army Cooks & Bakers School.



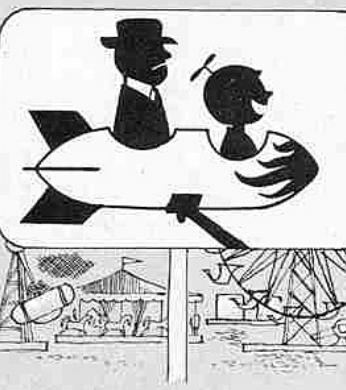
DISGUSTING MOTEL AHEAD

Keep looking! This dump is surrounded by a busy Throughway, a popular Truck Stop and an All-Night Rock Dance Club. The mattresses were installed in 1927.



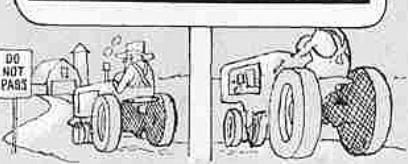
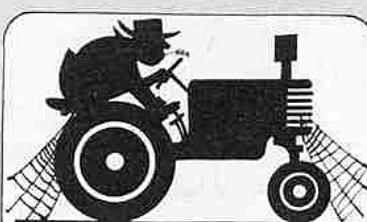
POTHOLE AHEAD

Unrepaired jagged road holes of every size can cause serious injury to car (not to mention occupants!) when hit at speeds of 4 miles an hour or more.



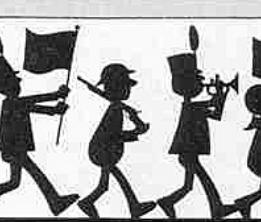
STUPID AND EXPENSIVE KIDDIE RIDES AHEAD

Motorist must distract kids in order to safely pass this road hazard. Toss some coins on back seat floor. It'll do job, and be cheaper than stopping.



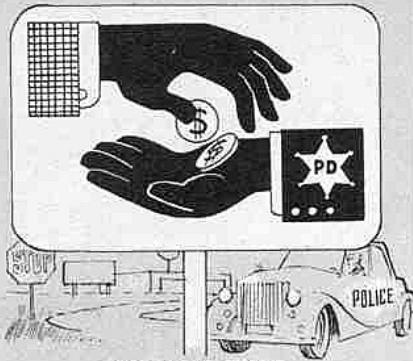
FARMERS ON SLOW TRACTORS AHEAD

Motorists should allow plenty of time for delays in this agricultural area, as Farmers are likely to pop out from anywhere in 3-miles-per-hour vehicles.



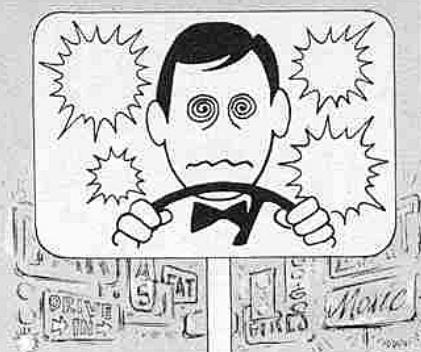
EVERY SUNDAY AND HOLIDAY PARADE ROUTE AHEAD

Every weird group from The American Legion to the Veterans of Watergate hold their annual parades on this route, causing interminable delays.



BRIEABLE STATE TROOPER AHEAD

Now, there doesn't have to be any of that silly hinting by the Trooper and any of that time-wasting guessing by you. Just slip him a ten discreetly, and he'll forget about it—this time.



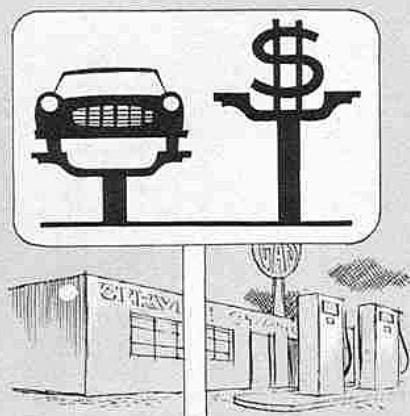
BLINDING NEON SIGNS AND STOREFRONT FLASHERS AHEAD

Somewhere up ahead in that mess is a traffic light which may take you ten minutes to find. By that time, more flashing lights (from a Police Car or Ambulance) may enter the scene also.



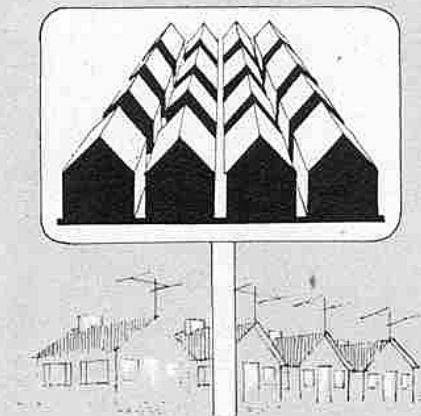
WINDSHIELD-WIPI BUMS AHEAD

Now entering Skid Row area where the derelicts will descend on your car at stoplights to scrounge booze money by wiping your windshield with greasy rags, thus destroying your visibility.



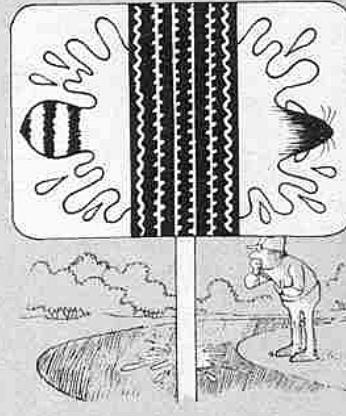
OVERCHARGING SERVICE STATION AHEAD

If you can somehow prod your sick car on past this place, you may get a fair shake at the garage a mile up the road.



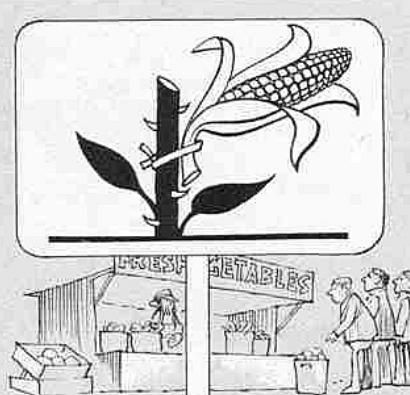
UGLY TRACT HOUSING DEVELOPMENT AHEAD

Danger of falling asleep at wheel from boredom of miles and miles of dull, monotonous look-alike houses.



NAUSEATING RUN-OVER ANIMAL IN ROAD AHEAD

Squeamish drivers are warned to look away to avoid even more nauseating sight of vomit all over front seat.



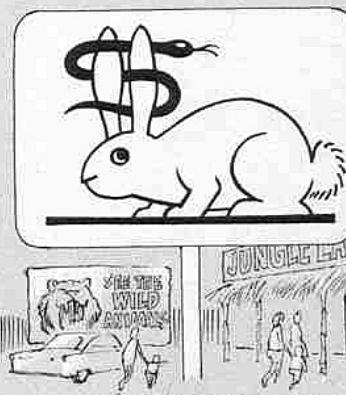
PHONY FARM STAND AHEAD

Usually located next to land whose major crop looks like rocks. Loaded with everything from avocados to zucchini, stuff all comes from the same place the Supermarkets get it.



SPEED TRAP AHEAD

The Chamber of Commerce sign ahead which cheerfully welcomes motorists, also affords excellent hiding place for police to catch speeders. Fines are primary source of town's income.



PHONY KIDDIE ZOO AHEAD

Despite misleading signs which imply that all kinds of exciting animals are there, the only things you'll find are rabbits, a turtle, a garter snake and two smelly old goats (one, the owner!).



... finding out that owning a puppy means—*yeccc*—cleaning up after him.



... seeing the guy she's been going with since you broke up with her.



... discovering that you paid out more Income Tax than the President.



... going to an Alumni Reunion and learning that your former classmates are all making fortunes, and you're scratching out a living.

BUMMER CROP DEPT.

A DOW

ARTIST: PAUL COKER, JR.



... seeing a movie star or TV celebrity that you love, off-camera, without make-up.



... going to a Summer Camp run by a big name athlete, and the only time he shows up all season is when the news photographers are there for publicity pictures.



... getting a TV-advertised "Action Toy" that turns out to be a plain plastic doll.



... when they take the braces off your teeth . . . and nobody notices.



... watching the TV show that replaced your favorite program.



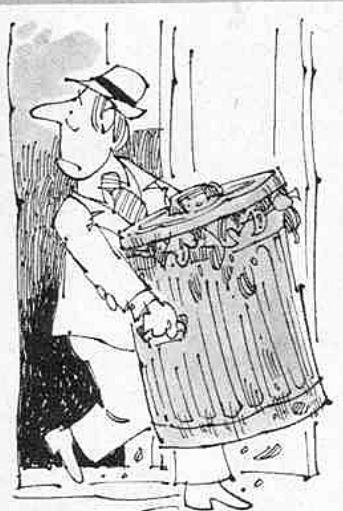
... reading about the shape the country is in . . . and knowing you voted for Nixon.

NER IS

WRITER: LOU SILVERSTONE



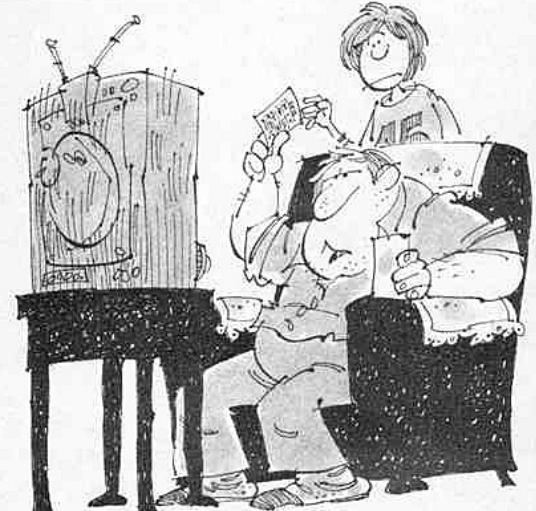
... watching those delicious-looking beer commercials on TV for years, and then finally trying your first beer.



... telling your wife you've been promoted, and she tells you to take out the garbage.



... when you finally get your first hit of the season, and then you get picked off base.

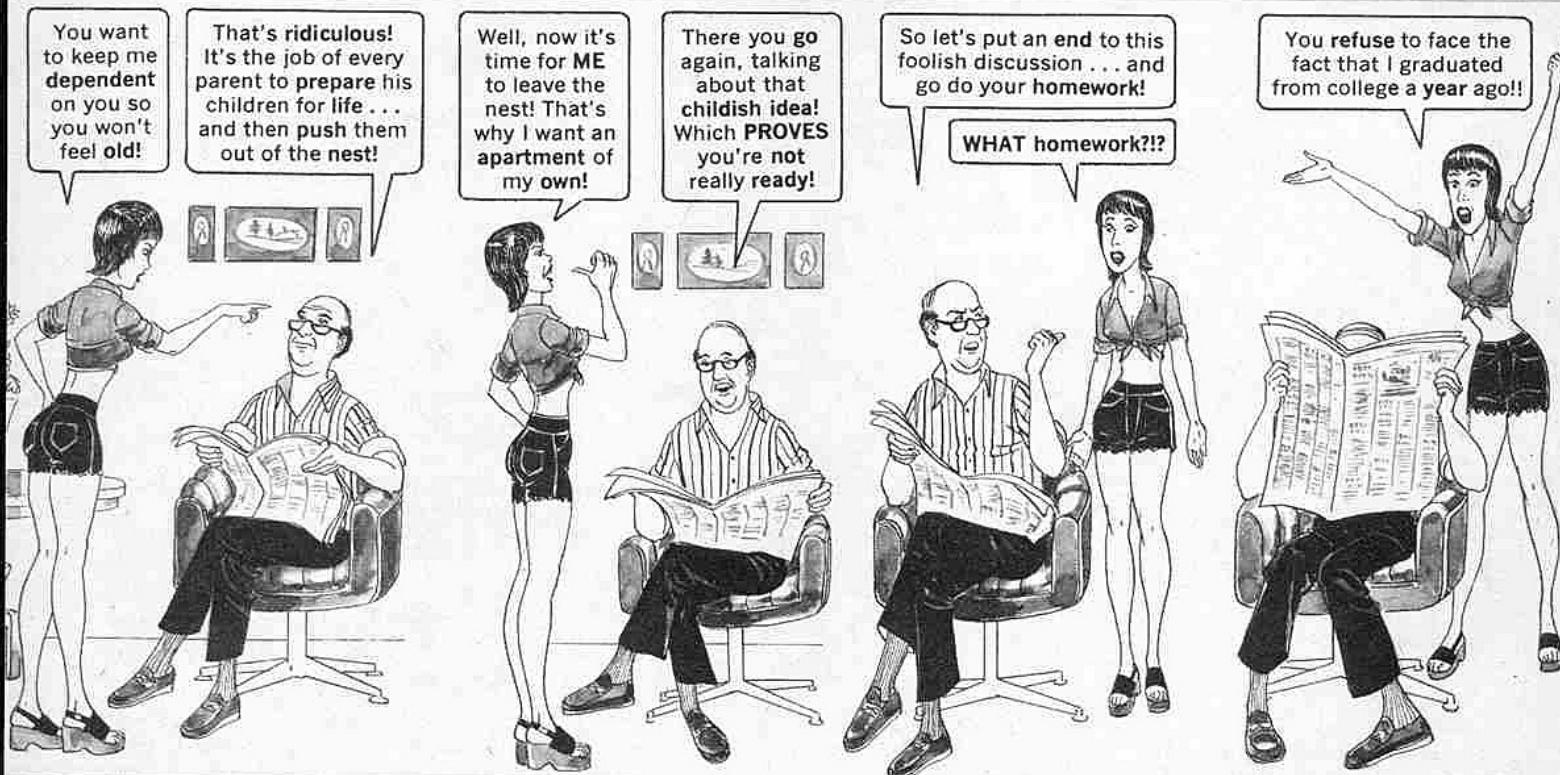


... getting good grades on your report card for a change, and your Father's only comment is, "That's what you're going to school for!"



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... STAYi



Hi!
Like,
how's
my
Old
Lady?

Hear that? Kids today have a language all their own! When he says, "Old Lady," he means a young girl with whom he's having a meaningful relationship!



My wife has a real hang-up about getting old! I wish I could think of some way to make her feel young again!

Of course!! Why not?! I'll start talking to her in the language of TODAY'S YOUTH!!



HI! HOW'S MY OLD LADY?



NG YOUNG

ARTIST & WRITER: DAVE BERG



I was out to prove that I was as good as ANY KID!

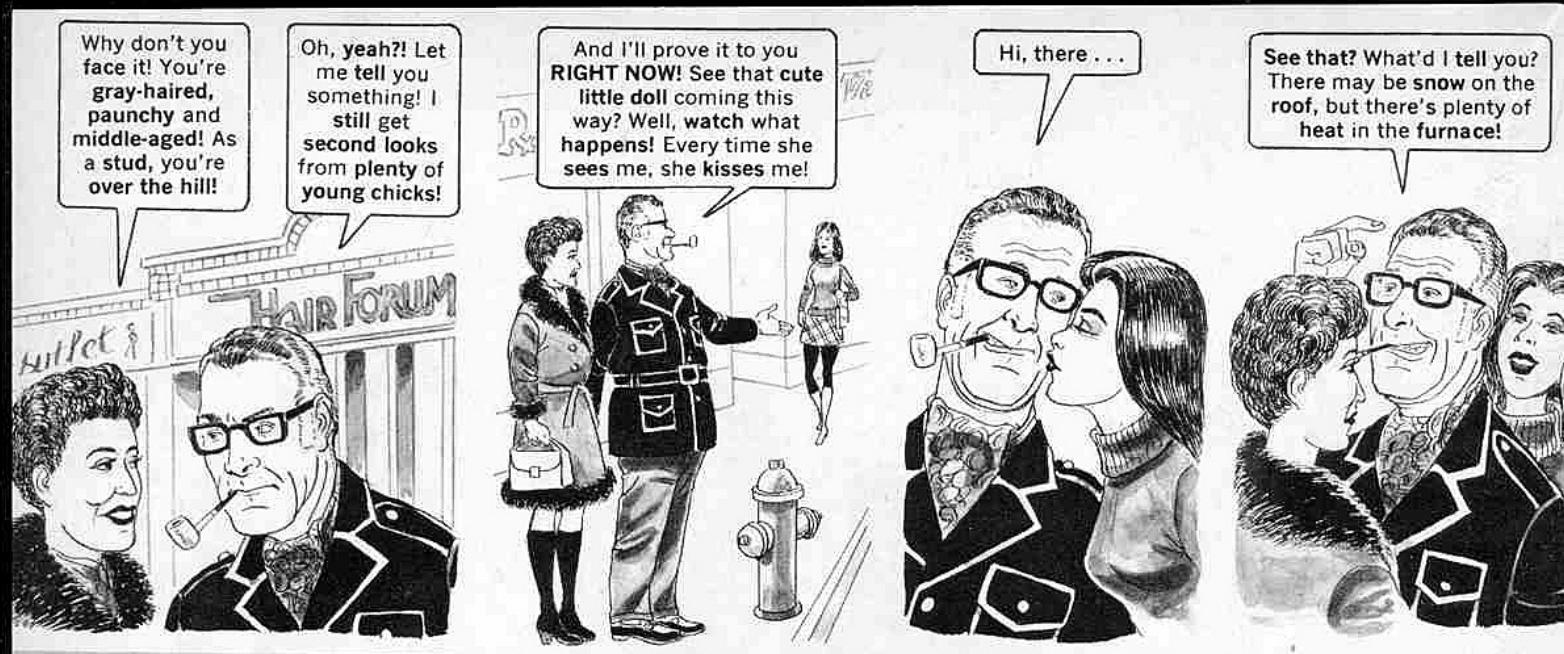
So I bought me a ten speed bike, and I rode through the park every day just as good as the best of them!

That's great! Are you keeping it up?

I can't!

This morning, I was mugged and robbed of my bike by some KID!





But it's the snow on the roof that GETS me! It—it reminds me of my dear old GRANDFATHER!

Hey!! NOW, I recognize you! Weren't you clean-shaven—and didn't you wear a crew cut a couple of years ago?

That's right!

So why did you raise a full beard . . . and let your hair grow down to your shoulders?

I wanted to look YOUNGER!!



Do you know what a lot of middle-aged old fogies are doing? Going back to college!

I know! I got a couple of 'em in my classes!

They think they can recapture their lost youth! It's ridiculous!

They try to act like kids, but they don't know how to do it!

Yeah! They make fools of themselves!

They STUDY!!



HAROLD! COME QUICK! THE DOG IS FIGHTING WITH A RAT OR SOMETHING!

WHAT rat?!!

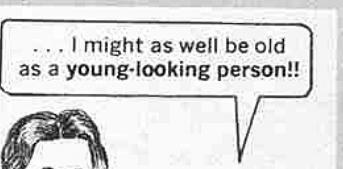
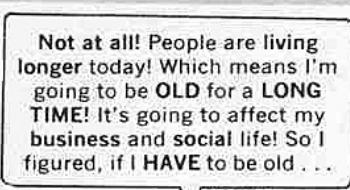
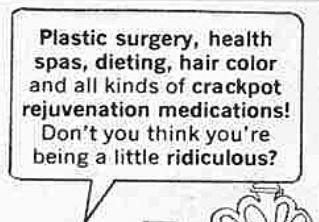
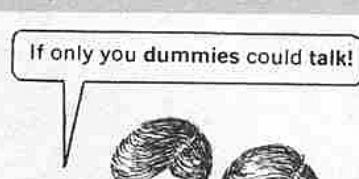
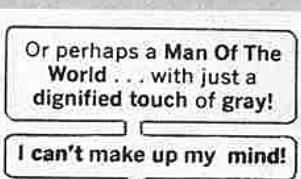
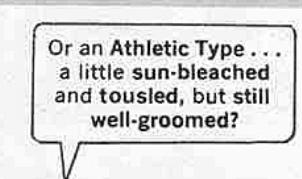
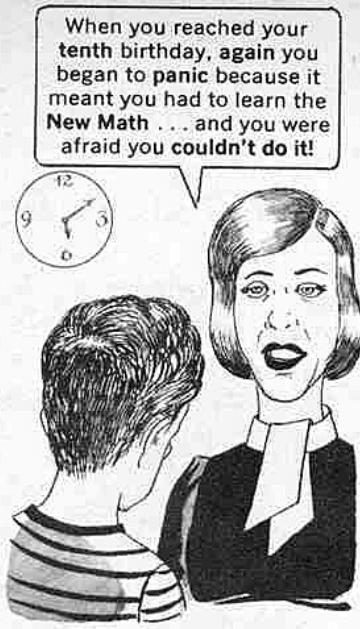
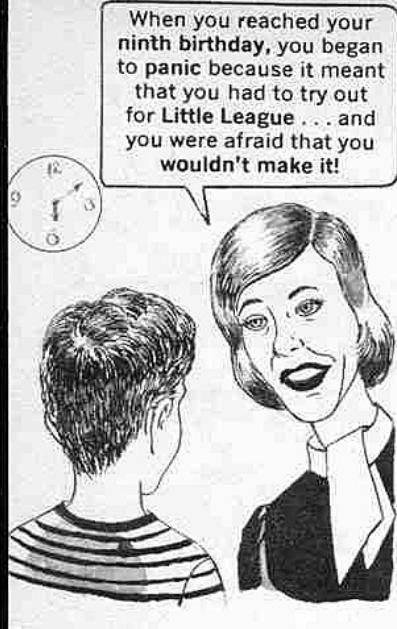
That's my HAIR PIECE . . . and he's ruined it!

Oh, my . . . that was a horrifying experience!

I'LL say!!

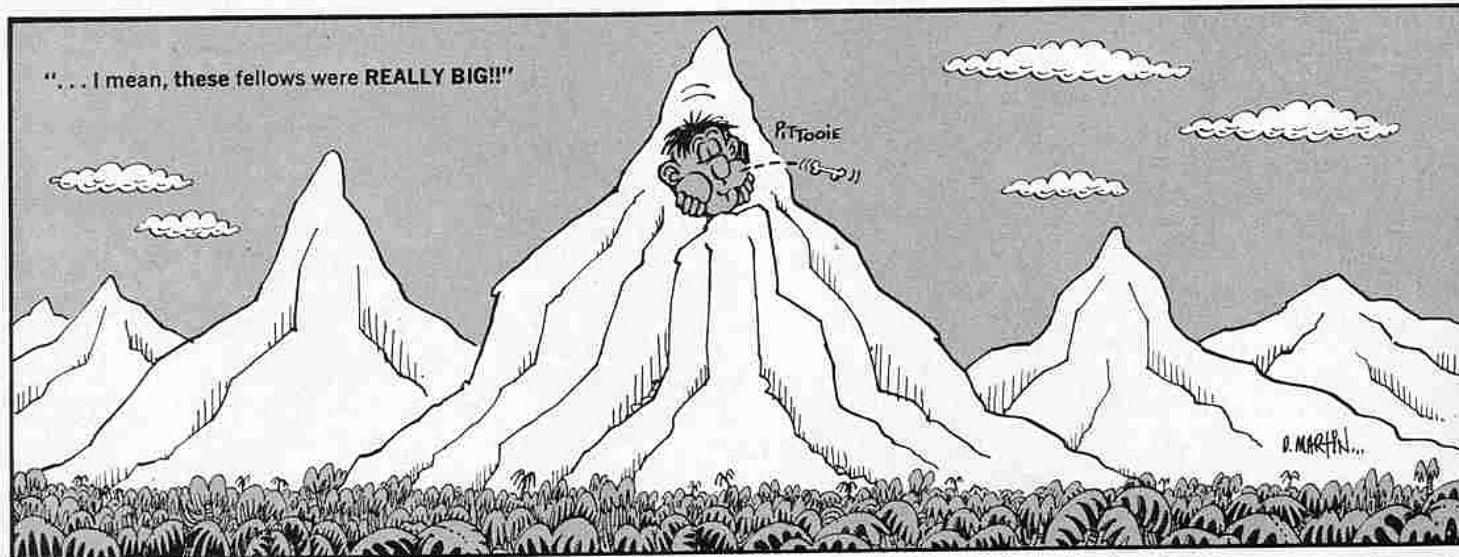
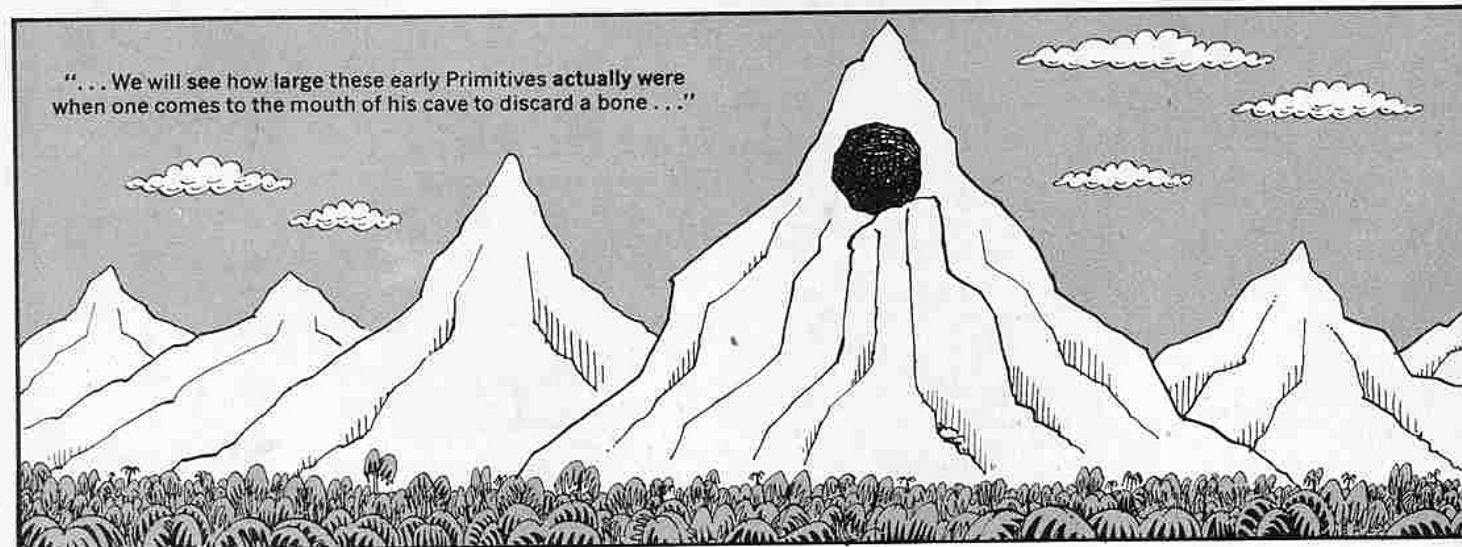
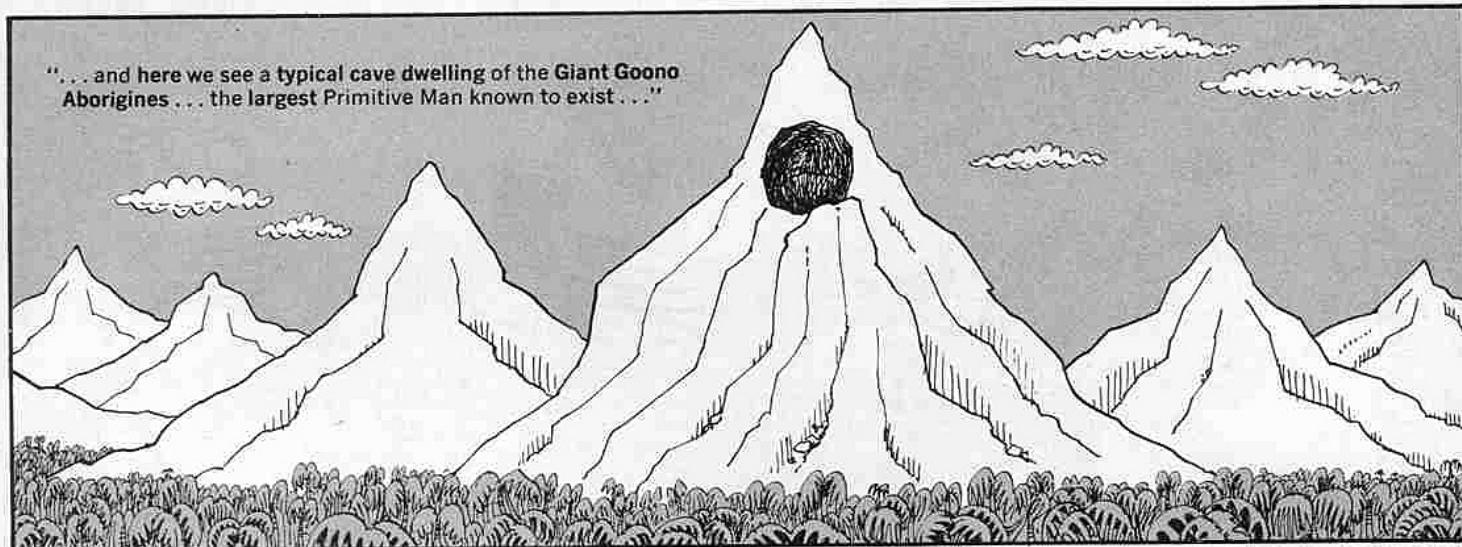
I just lost TEN YEARS off my life!





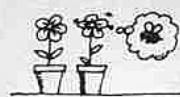
DON MARTIN'S NATURAL HISTORY MOVIES

Short Subject #27: The Goono Aborigines



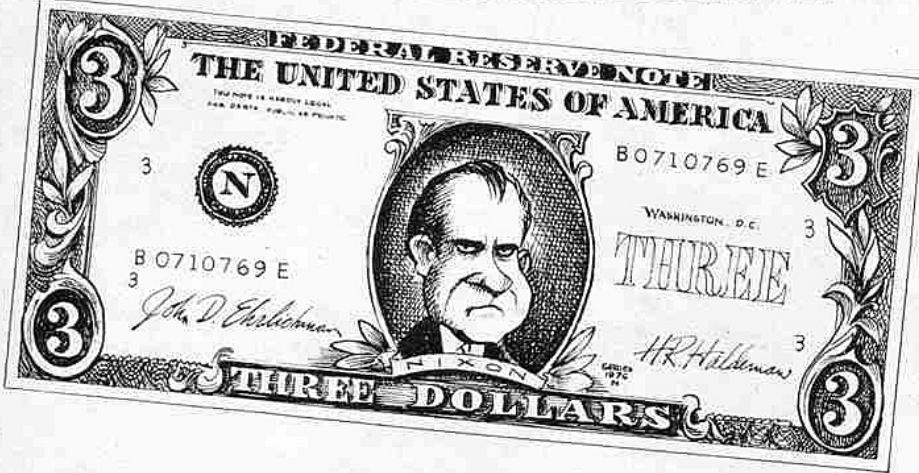
LET'S MAKE IT PERFECTLY CLEAR DEPT.

After a President leaves office, there are always Commemoratives created in his honor. The Government issues items with his likeness, edifices are erected or re-

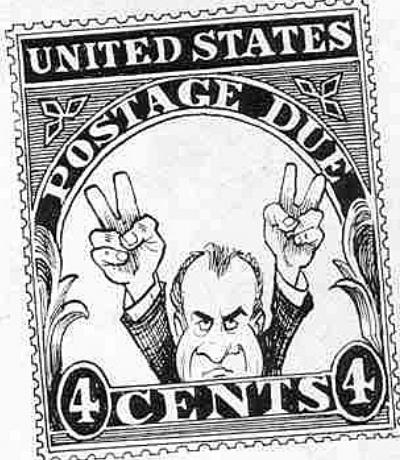


COMMEMORATIVES

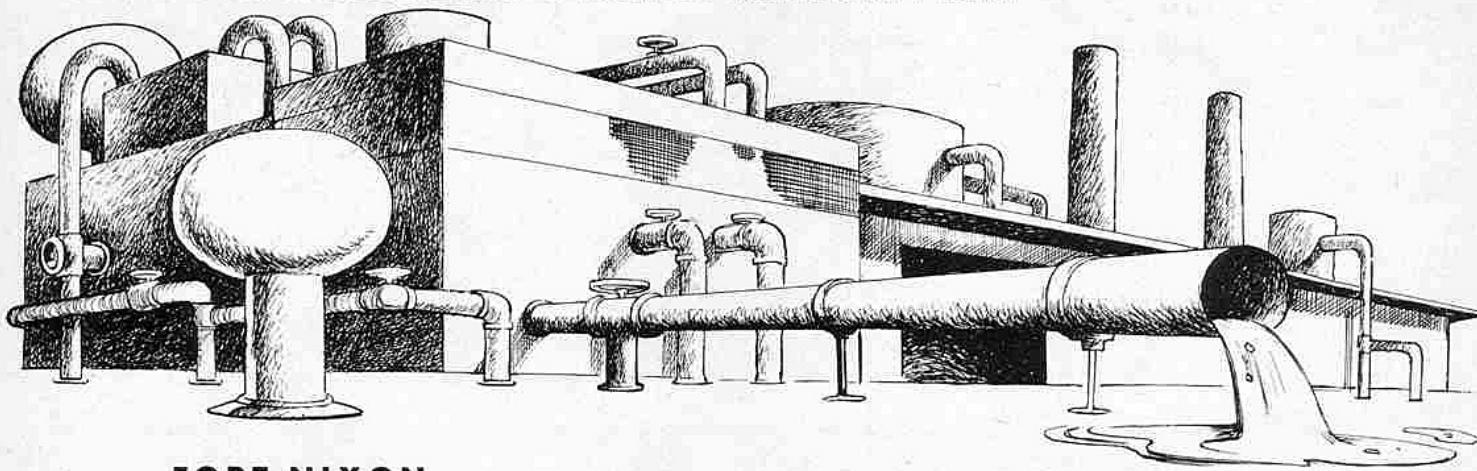
THE RICHARD M. NIXON THREE DOLLAR BILL



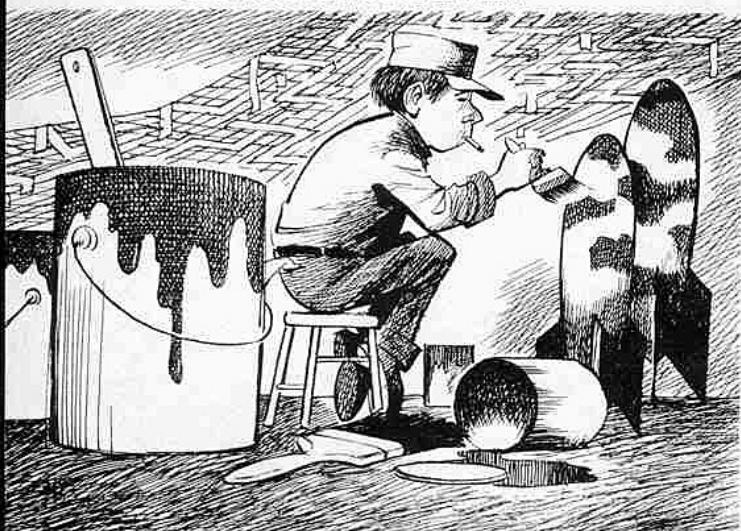
THE RICHARD M. NIXON
POSTAGE DUE STAMP



THE RICHARD M. NIXON FEDERAL SEWERAGE TREATMENT PLANT



FORT NIXON
CAMOUFLAGE CENTER



THE RICHARD M. NIXON
NATIONAL WEASEL REFUGE



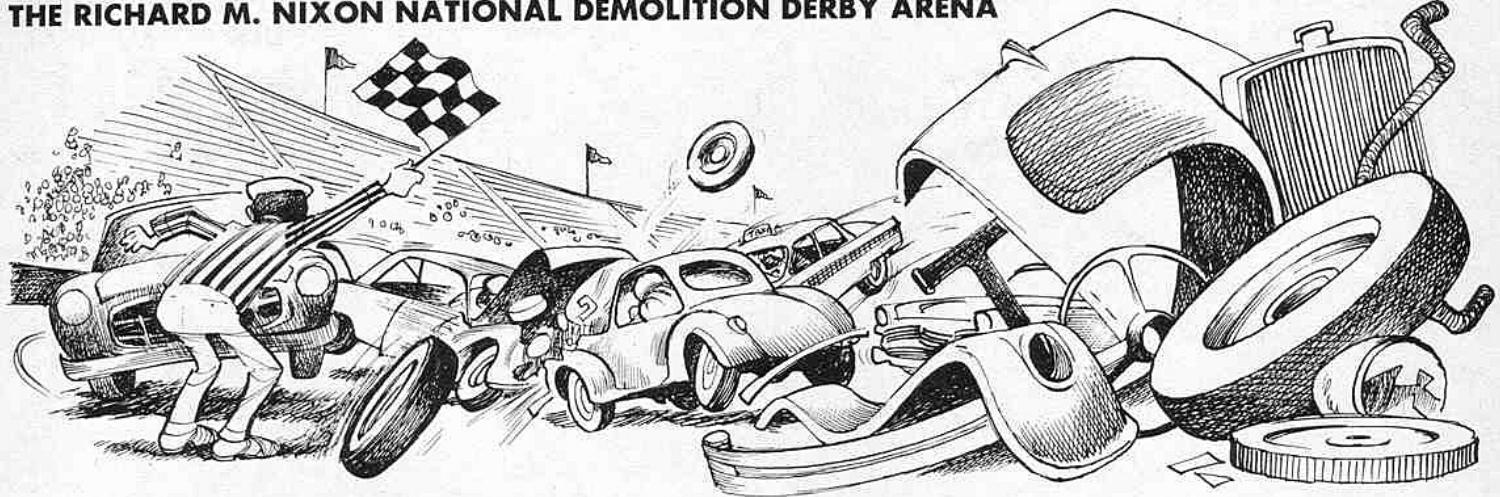
named, areas are dedicated to him, and stuff like that. Well, with the problems that plagued the past administration in Washington, we'd like to suggest these...

0 PRESIDENT NIXON

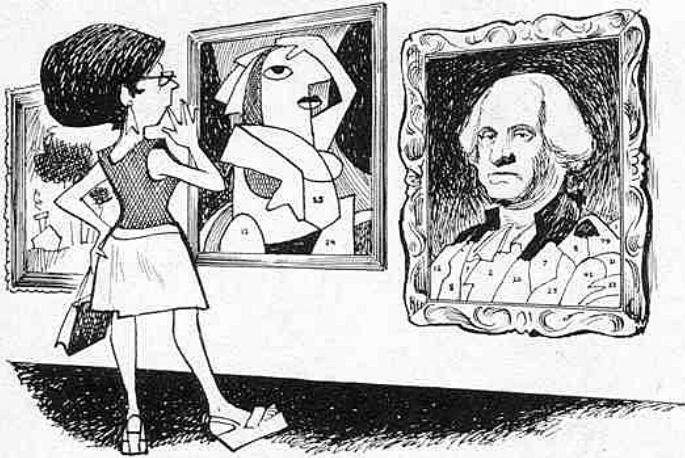
ARTIST: BOB CLARKE

WRITER: DICK DE BARTOLO

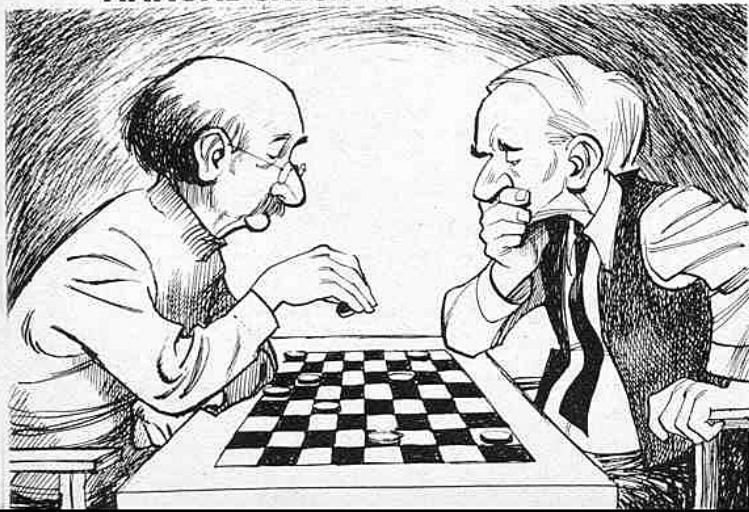
THE RICHARD M. NIXON NATIONAL DEMOLITION DERBY ARENA



THE RICHARD M. NIXON PAINT-BY-NUMBERS ART MUSEUM



THE RICHARD M. NIXON ANNUAL CHECKERS TOURNAMENT



THE RICHARD NIXON FAULT (Formerly The San Andreas Fault)



THE RICHARD M. NIXON NATIONAL SWAMP

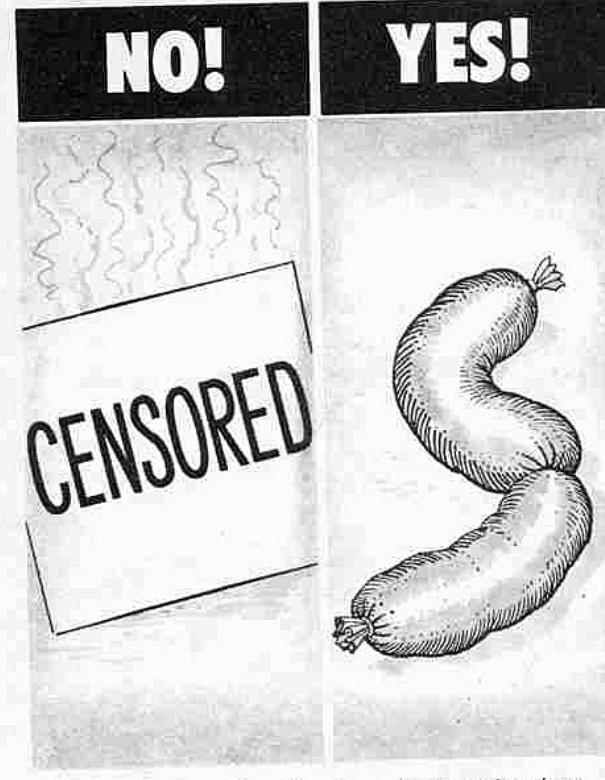
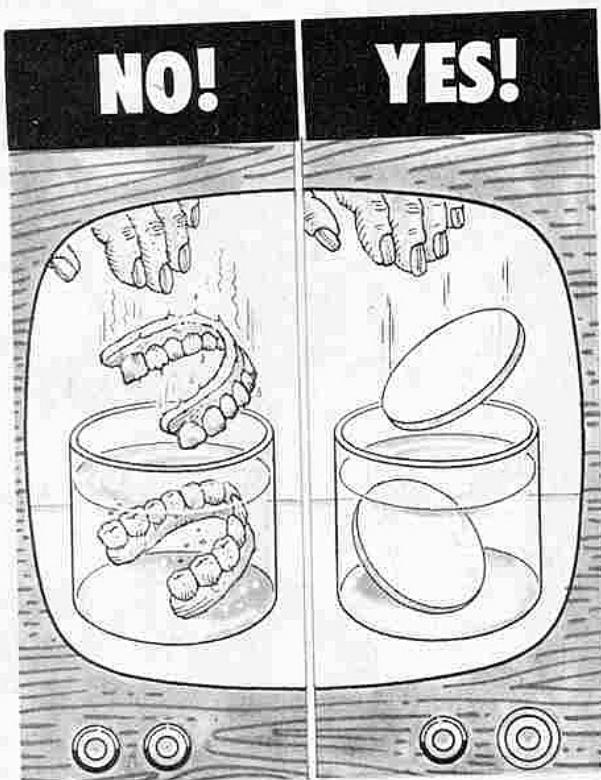


OUT, DAMNED SPOT! DEPT.

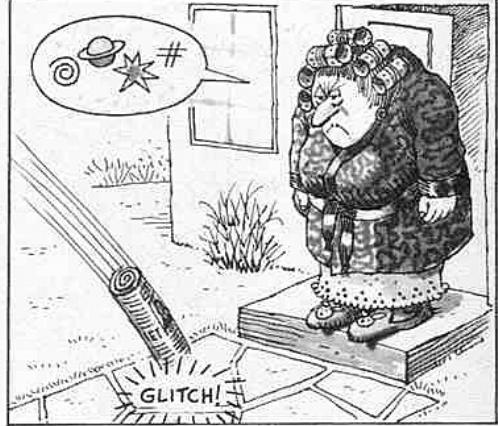
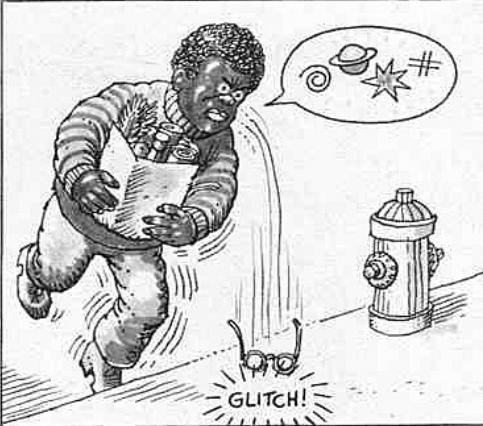
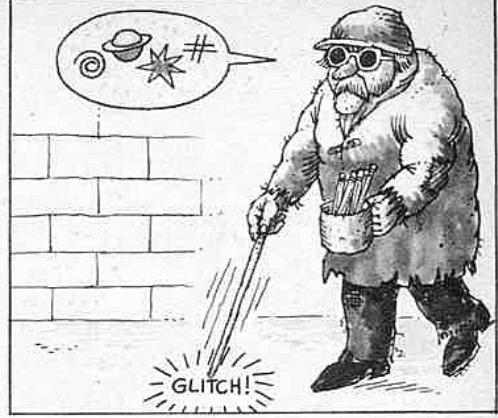
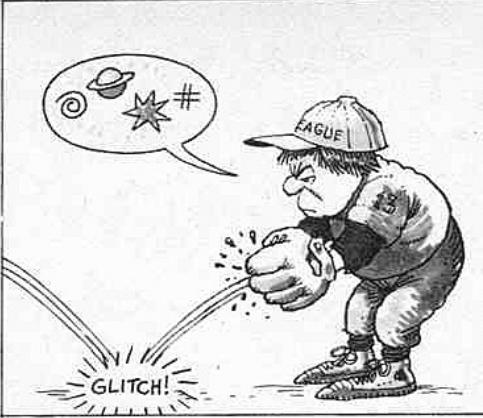
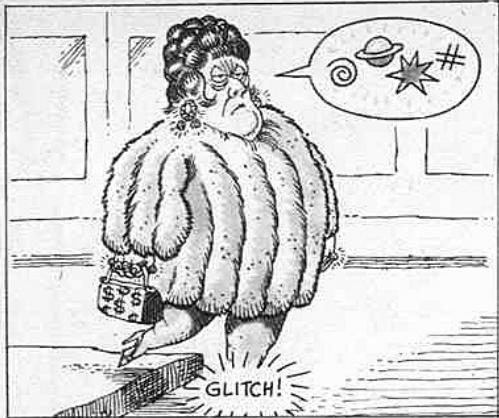
AN EDITORIAL NOTE ABOUT THE FOLLOWING ARTICLE!



Doing an article like this gives MAD a big problem, as scenes above will attest. What is that problem? Is it that the Policeman is arresting the lesser culprit? Is it that the real culprit is getting away scot-free? No, the big problem is: How to illustrate an article solving "Doggie-Do Problems" without making MAD readers sick for a week!



TV to the rescue! Ever notice how TV Commercials handle unpleasant subjects? Like when they substitute nice clean plastic discs for cruddy false teeth? Well, MAD is going to substitute nice clean link sausages for (Yecch!)-you know what! So if you see anything else depicted in this next article, don't blame us for your disgusting imagination!

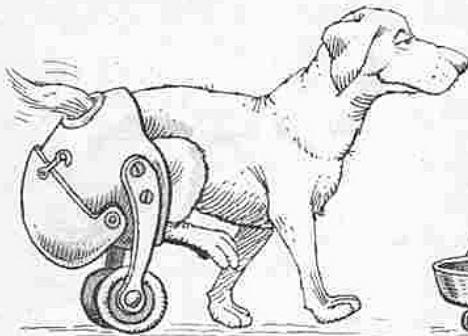


What do all the people above have in common? They live in a Big City! And you've all heard how Big Cities are going to the dogs! Well, it's true! With the increased crime, more and more City Dwellers are taking big dogs into their tiny apartments and homes. And this is cruel and inhumane, considering the lack of running, jumping and scampering space in a Big City...not for the dogs, but for the people who are trying to avoid what these hounds are dropping all over the place! So, before our Big Cities all turn into gigantic dog toilets, we at MAD now offer...

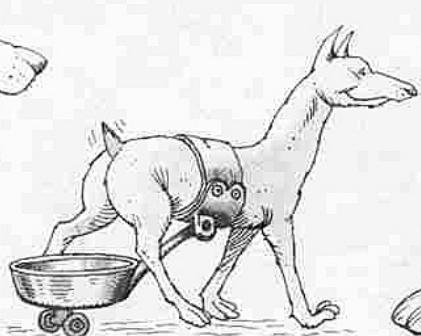
MAD SOLUTIONS TO BIG CITY DOGGIE-DO PROBLEMS

ARTIST & WRITER: AL JAFFEE

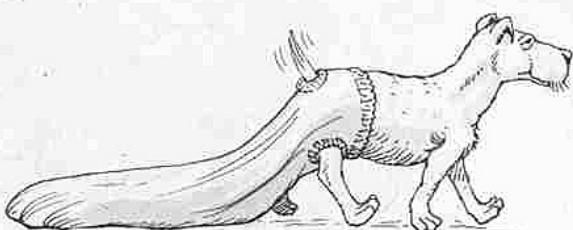
MOBILE REAR COVER



PORTABLE POOP CART



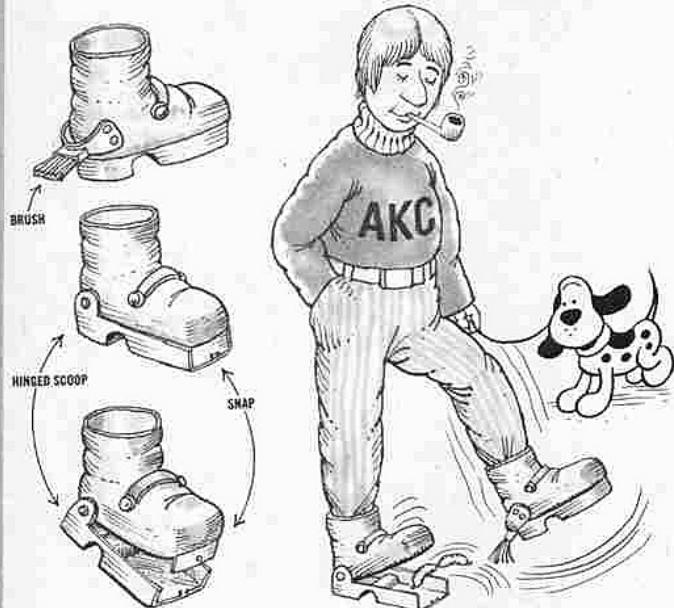
SNAP-ON TAIL BAG



All of the above "Self-Service Devices" serve the same function, are easy and convenient to use, and permit dogs

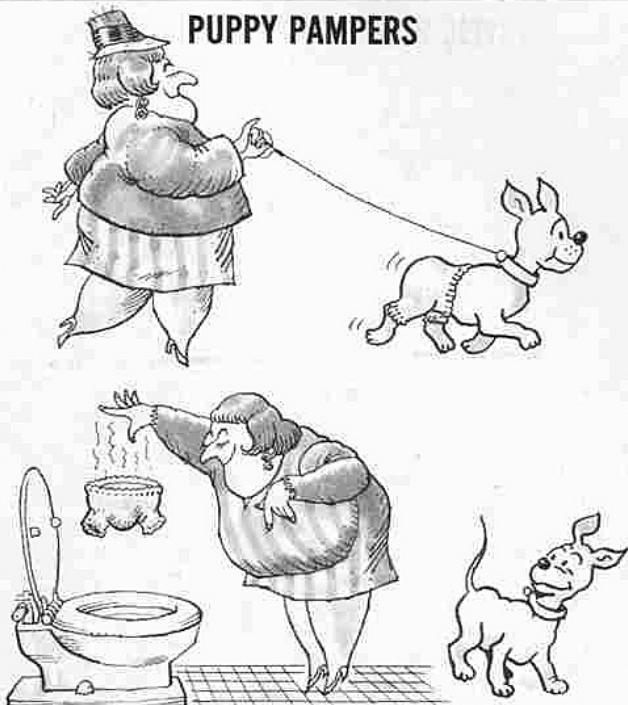
to roam freely while protecting the environment. In each case, disposable plastic liner is removed and discarded.

BRUSH-AND-SCOOP BOOTS



One boot has brush in back, other boot has hinged scoop with snap. Deft lift of hinged boot opens scoop, while brush neatly tosses "sausages" into scoop, which clicks safely shut by stamping down hard . . . but not too hard!

PUPPY PAMPERS

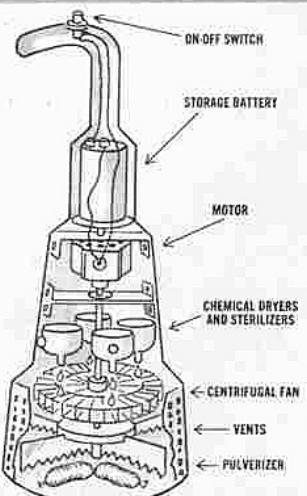


This diaper-like item is similar to the popular ones used by modern Mothers on their infants...and are just as easy to put on, remove and dispose of after puppy has used it.

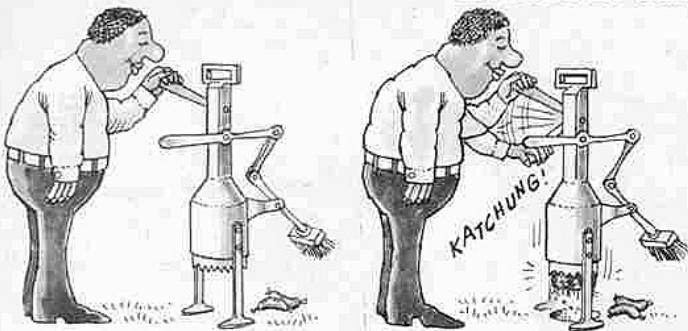
PORTABLE CHEMICAL TREATMENT PLANT



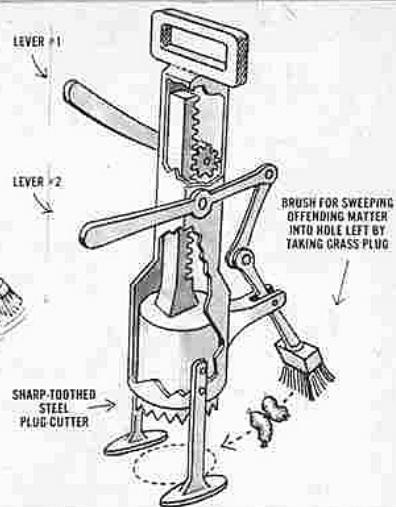
This completely self-contained Chemical Treatment Plant converts the offending matter into harmless inoffensive chemical components, then hurls it into the air as dust, where it falls to earth as fertilizer.



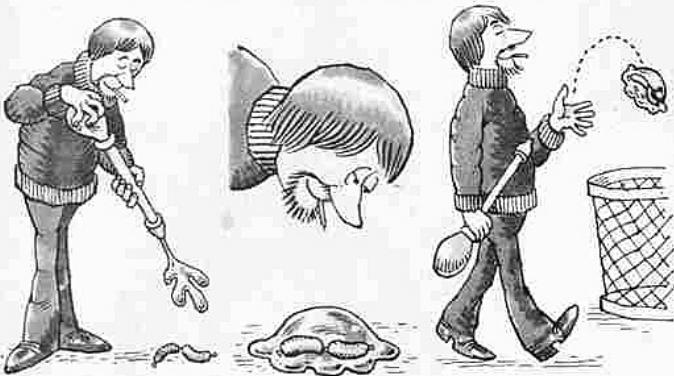
LAWN PLUGGER AND BURIER



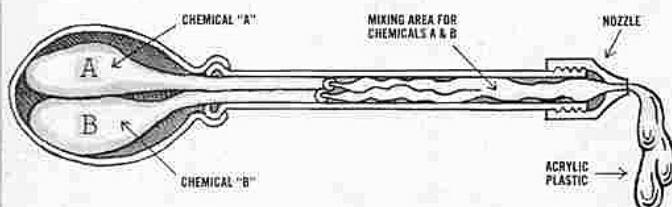
This ingenious device is perfect for dog-owners and/or victims with lawns. Placed next to offending matter and lowering Lever #1 causes toothed-cylinder to cut and take plug from lawn. Next, pushing Lever #2 causes brush to sweep offending matter into plug hole. And finally, raising Lever #1 sharply replaces grass plug neatly and cleanly back into lawn.



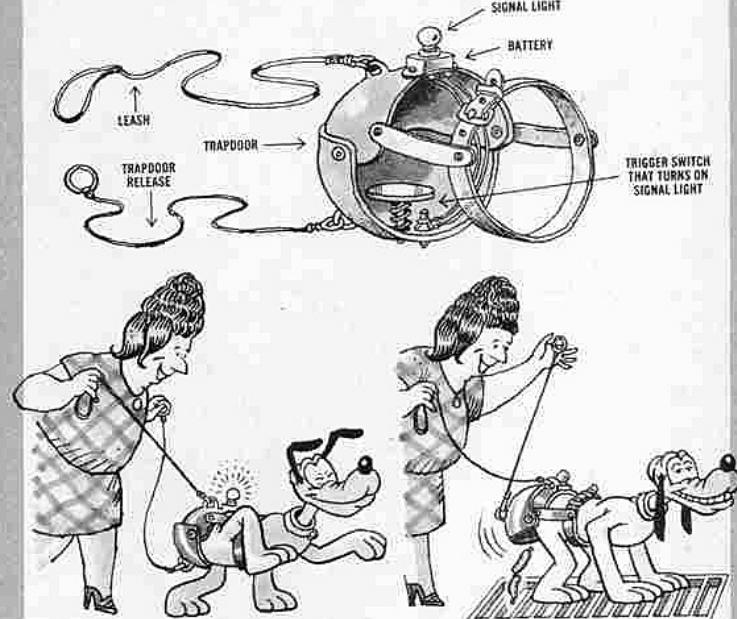
ACRYLIC PLASTIC SQUIRT GUN



When bulb is squeezed, two chemicals are forced to mix and squirt from nozzle, covering offending matter. In minutes, mixture sets, freezing sausages (snicker) inside the hard acrylic plastic blob, which can now be picked up easily and disposed of, or kept and given away as novel paperweight.



TRAPDOOR STORAGE CONTAINER

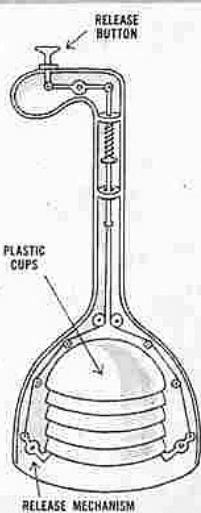


This practical item can be worn indoors as well as outdoors. Switch inside container is activated by slightest pressure, causing signal light to go on. It is then a simple matter to drag the dog's rear end over to an acceptable dumping place, pull the trapdoor release and dispose of the offensive stuff.

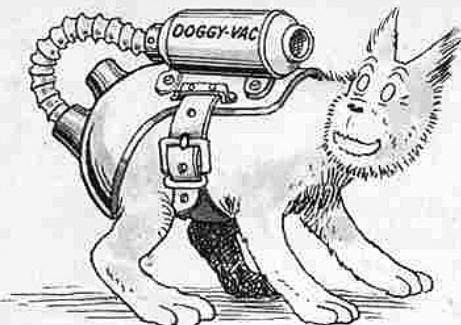
PLASTIC CAP DISPENSER



This device is as simple to use as A-B-C. When spotting offending matter, merely place dispenser end over it, (B) press release button in handle, and (C) remove device. A hard plastic cup is left to protect the unwary stroller.



SELF-CONTAINED BACK-PACK-VAC



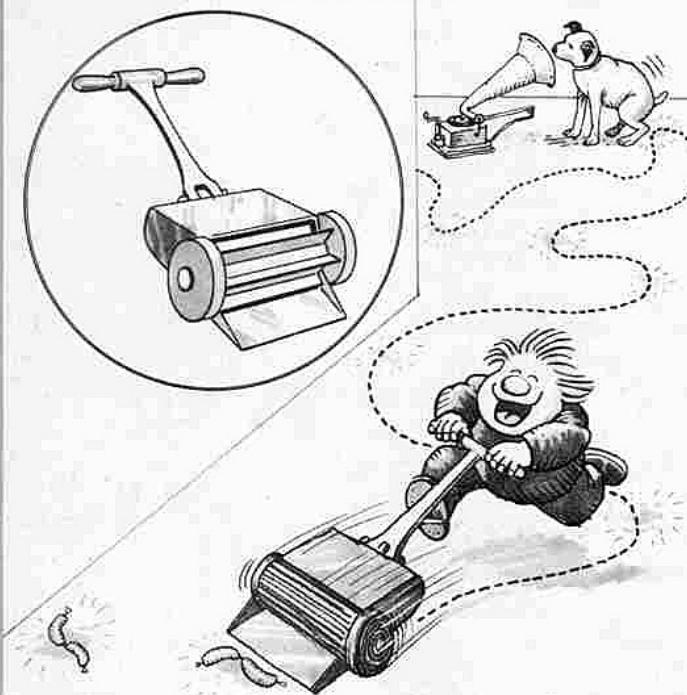
This battery-driven vacuum not only takes care of offending matter, but neatly wraps it in removable disposable vac-bags. It is particularly useful for letting dog out by himself, and not having to worry about neighbors' lawns, sidewalks, etc.

DROP-THRU GRATING



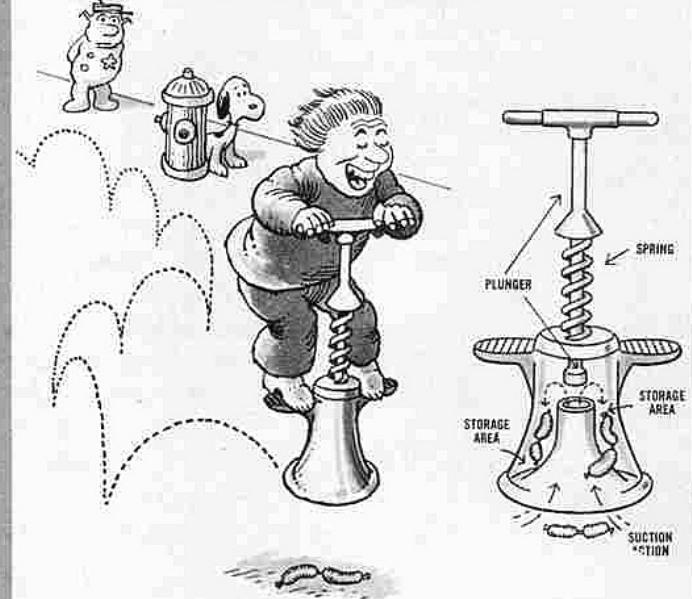
Grates placed around favorite doggie depositories permit offending matter to drop down into chemical pools where it is deodorized and dissolved. In heavy dog population areas, entire sidewalks could be constructed like this.

PUSH TOY SCOOP



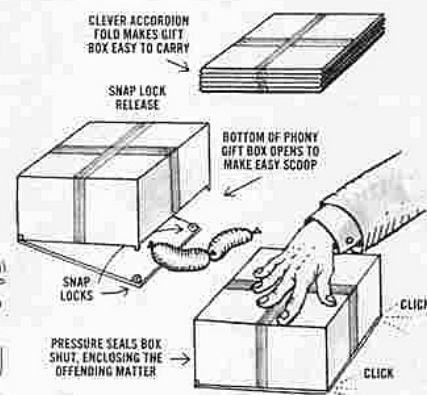
Makes public sanitation a "fun thing" for youngsters while removing an ugly problem from the streets at the same time.

POGO PICKUP STICK



Here's another combination device affording both utility and pleasure. By hopping around those City streets which suffer a heavy dog infestation, user enjoys healthy fun while performing a much-needed clean-up. Suction pump in Pogo Stick picks up and stores stuff for later disposal.

GIFT BOX PICKUP AND DISPOSAL



This devilishly clever device performs three functions at one time. By quickly gift-wrapping offensive material, it makes streets look better immediately. Then, sooner or

later, when someone thinks he's found a valuable item, it gets stuff off the streets entirely. And last, it teaches finder a moral lesson, mainly: *you get nothing for nothing!*

SHTICK 'EM UP! DEPT.

If you live in a big city . . . or a small town, for that matter . . . the odds are that sooner or later you're gonna be mugged! So, as a public service, MAD offers these lines of dialogue calculated to

BLUFF THAT MUGGER!

ARTIST: BRUCE DAY

WRITER: E. NELSON BRIDWELL

Gee, you're the **first** person that's **spoken** to me since I escaped from the Insane Asylum's **Violent Ward**!

Help yourself! I just want to **warn** you! Since I saw "**Papillon**," I keep my money in a **strange place**!

Beat it! There's a **Mafia Contract** out on me, and anybody that's **seen** with me is as good as **dead**!

You're **welcome to it**! I'm sick and tired of trying to **pass** these **marked bills** from the **ransom**!

Congratulations! You're gonna be the **tenth mugger** I've killed this month with my **Kung Fu**!

Sure, I've got something for you! Where do you **want** it . . . in the **belly** or the **head**?

Great! This'll give me a **good workout** for my upcoming **title fight** with **Foreman**!

No, no! You're doing it **all wrong**! Let an **EXPERIENCED mugger** show you **how**!

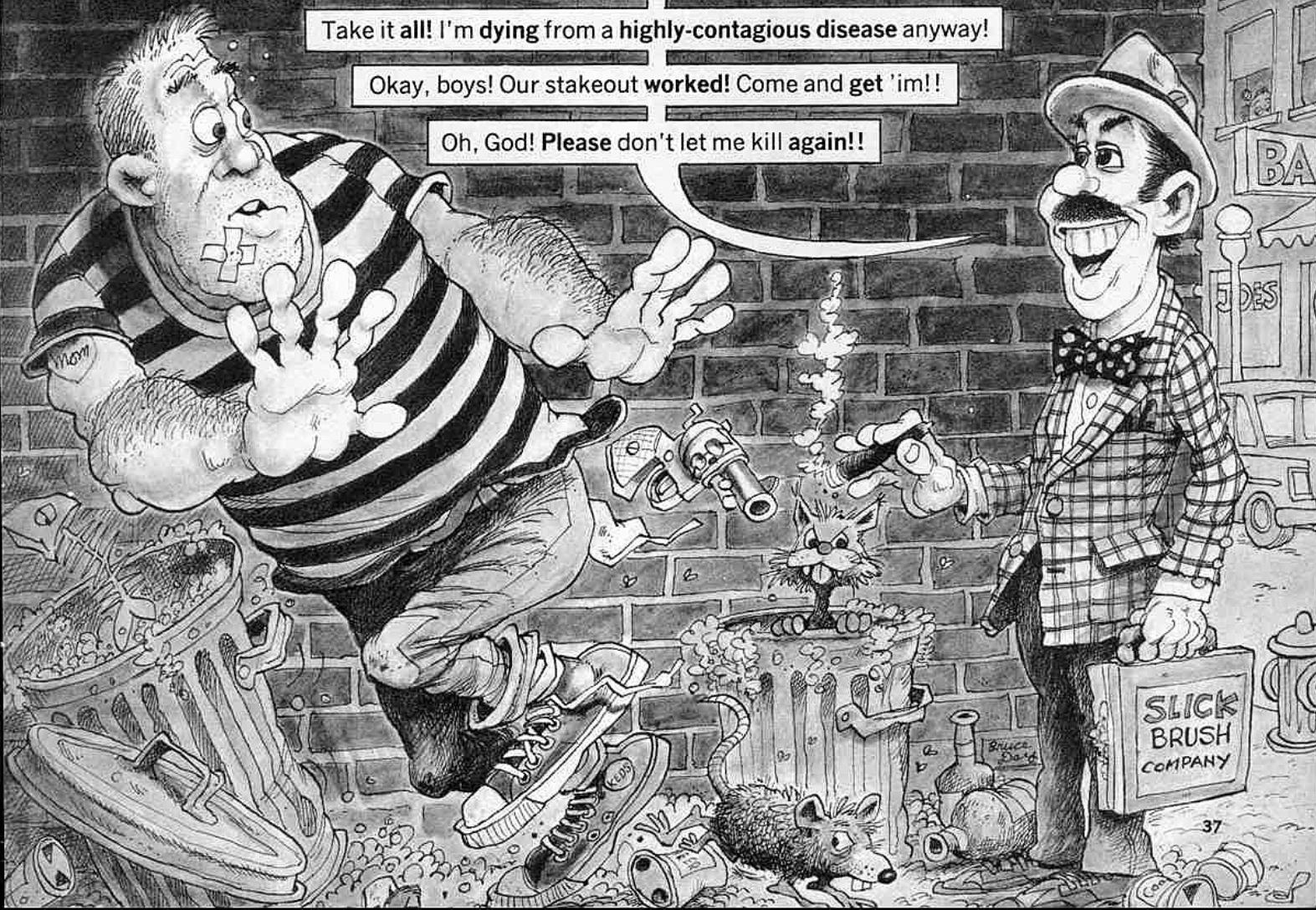
I like your **style**, kid! How'd you like to move up to where the **REAL dough** is?

That's it! Fantastic! You're **exactly** the actor I **need** for my **next picture**!

Take it all! I'm **dying** from a **highly-contagious disease** anyway!

Okay, boys! Our **stakeout** **worked**! Come and get 'im!!

Oh, God! Please don't let me kill again!!



SYMBOL EXPLANATION DEPT.

PICT ROADS FOR EVERYDAY

ARTIST: JACK RICKARD



"IMMEDIATE SERVICE... OR NO TIP!!"



"GET A HAIRCUT!"



"NO RAISE!"



"YOUR CIGAR STINKS!"



"NOT TONIGHT! I'VE GOT A HEADACHE!"

URE SIGNS 'SITUATIONS

WRITER: PAUL PETER PORGES



"DON'T TRY ANYTHING! I'M A KARATE EXPERT!"



"ASK YOUR MOTHER!"



"NO COMMENT!"



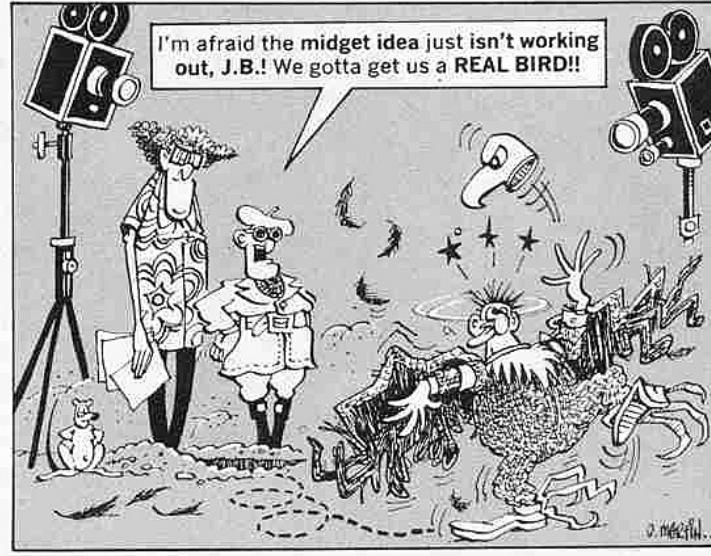
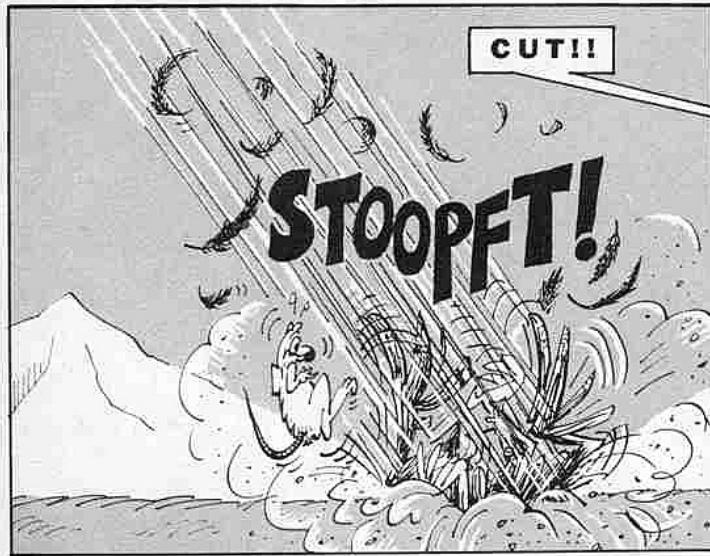
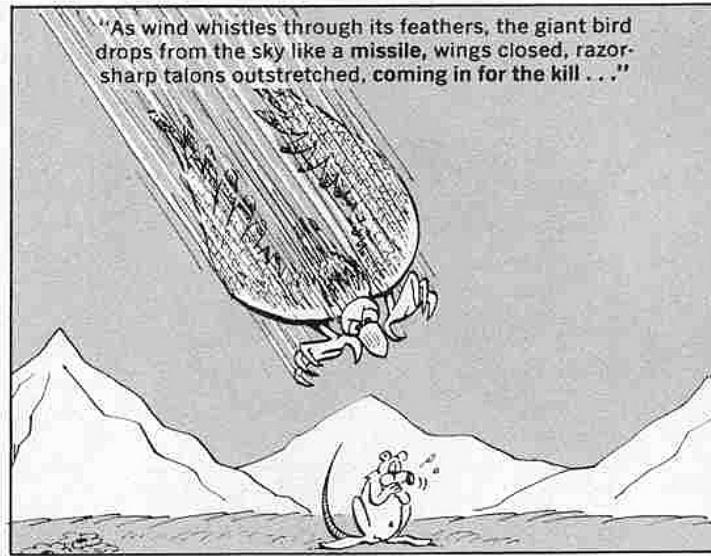
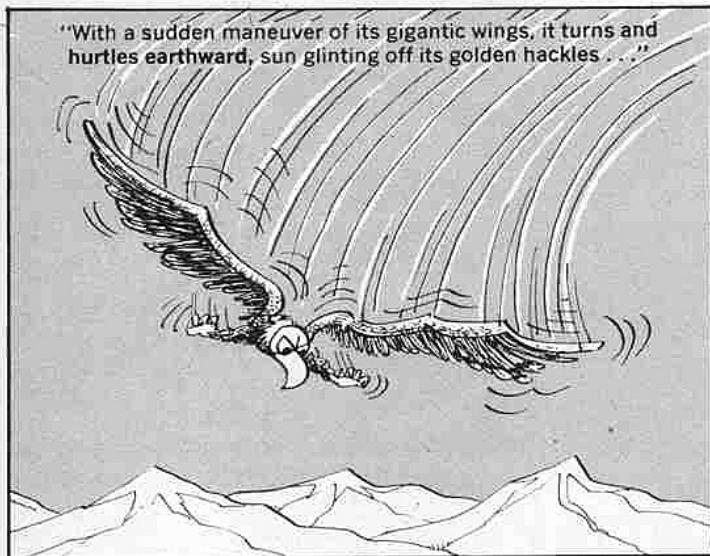
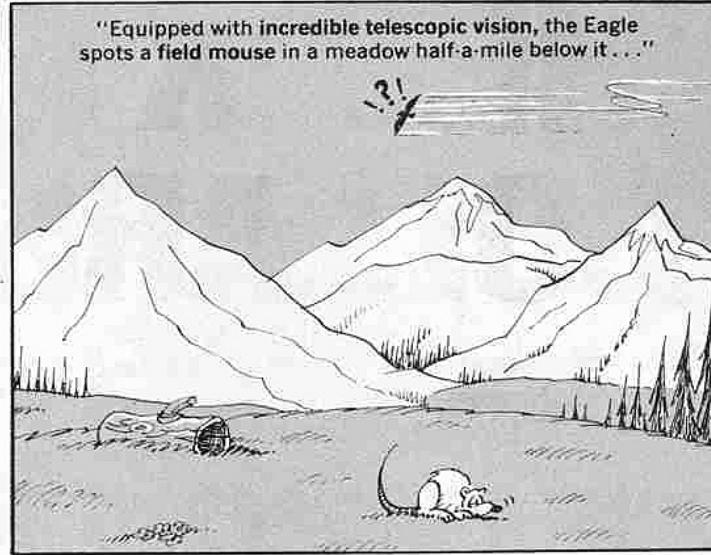
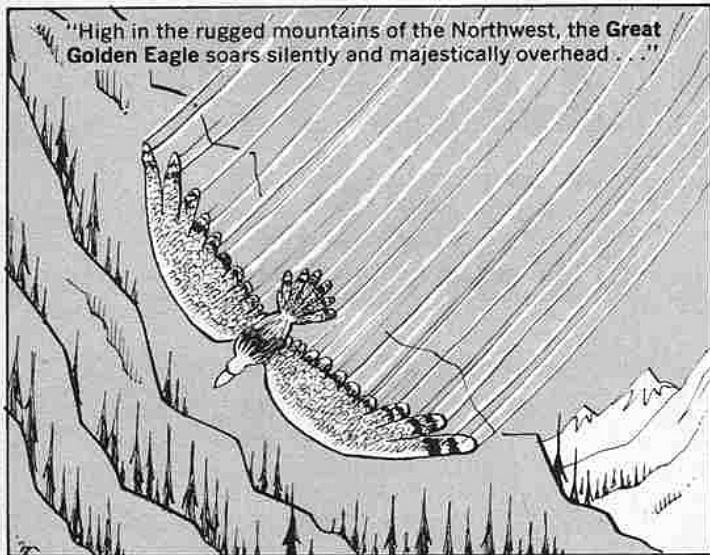
"BLACK COFFEE ONLY!"



"DON'T BUG ME!"

DON MARTIN'S NATURAL HISTORY MOVIES

Short Subject #39: The Great Golden Eagle



THE SUM OF THE PARTS DEPT.

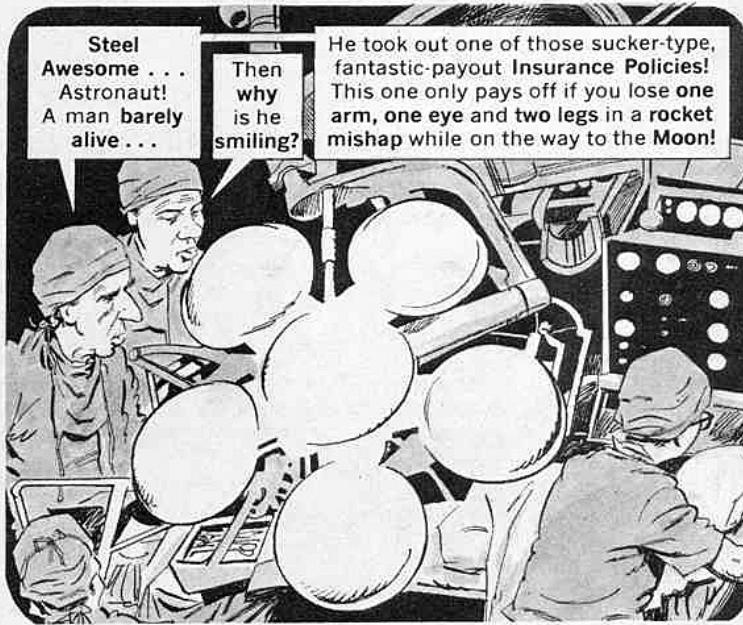
Like, there's this cool new TV series, right? And, like, it's all about America's fantastic new Super Weapon . . . a Bionic dude, right? Well, this so-called Super Weapon is nothing but a rip-off of taxpayers' bread . . . as you'll dig when this MAD version shows all of you cats exactly what you got for . . .



THE SIX MILLION DOLLARS, MAN!

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE



TONIGHT'S EPISODE: "THE SIX MILLION DOLLARS, MAN . . .
MEETS THE TEN MILLION RUBLE WOMAN"



Steel, we've got an **EMERGENCY** on our hands! You'll have to finish your tennis game later!

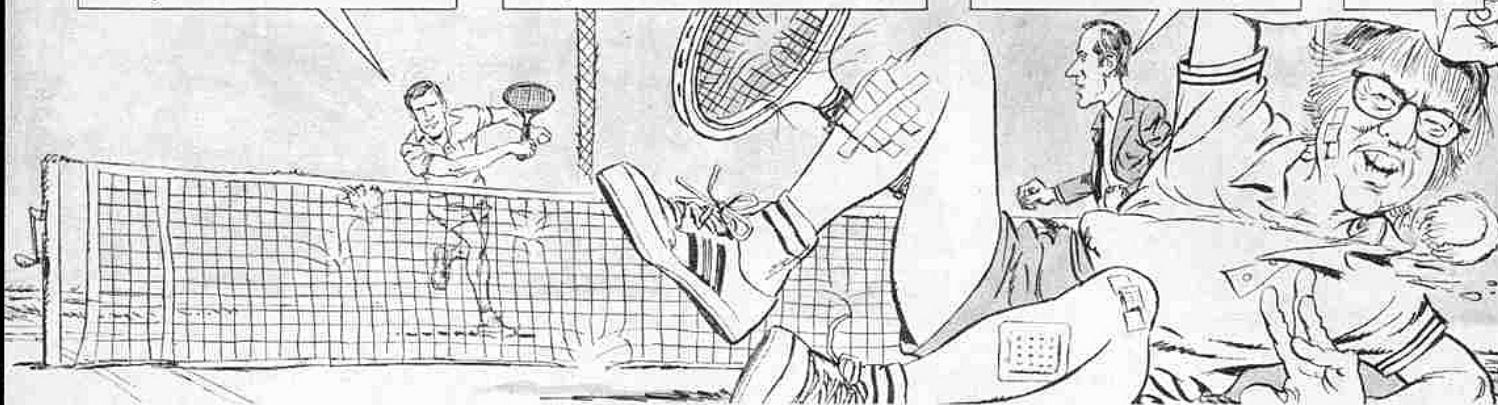
What happened, Roscoe? Did one of our B-36's accidentally lose an A-bomb over the Himalayas ... and you want me to recover it?

No ... this isn't any routine job like that! This is a **Top Priority Assignment!** The President somehow dropped 46 tapes down the John in his **Oval Room Office** ... and now the White House is being **flooded!**

Why not call The Roto-Rooter Man?

We can't! Those tapes are highly classified material, and Roto-Rooter Men don't have the proper **security clearance** to handle Top Secret stuff! Besides, the President has an aversion to **Plumbers** these days!

Holy cow! I thought Billy Jean had a tough serve ... but this guy is **UNREAL!**



MEANWHILE ... SOMEWHERE BEHIND THE IRON CURTAIN...

The Americans were first with the A-bomb, first with a man on the Moon, and first to invent the spray deodorant! but now, it's our turn ...

What have **OUR** scientists come up with ... a **ROLL-ON** deodorant?

No, Dummy! That's our top scientist, Verner Won Ton! He's finishing the first **Bionic Man!**

I wish he wasn't German! I just don't trust him!

But, Herr General! You are German! Well? Who should know better than another German?

Welcome to Operation Eastworld, Gentlemen! Soon the Third Reich—I mean—the Russian People will have the first **Bionic Man** ...!

I have the strangest feeling that I've seen all this before!

You have! It was in a film the Americans sent us as part of the **Cultural Exchange Program!**



I've done it! I've created the first **Bionic Monster**!

I always knew the Americans captured the **SMART** Germans! We got a bunch of dingalings! Send them to Siberia!

More bad news, Comrade ...

NOW what happened? Did our **Basketball Team** defect to the ABA?

No ... the Americans have perfected a **Bionic Man**!

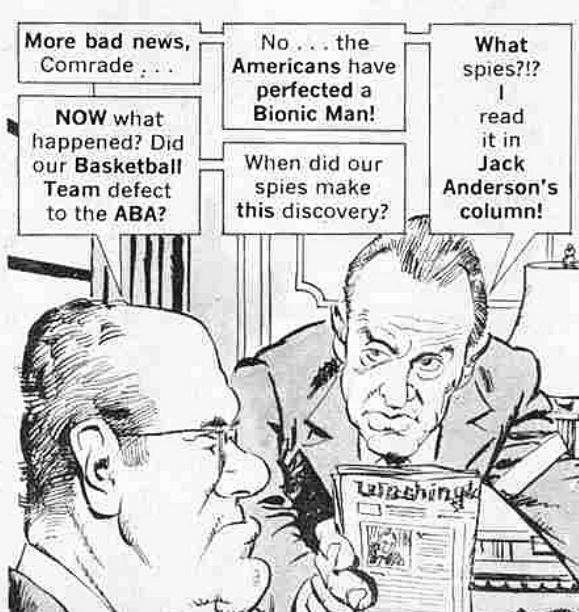
When did our spies make this discovery?

What spies?!! I read it in **Jack Anderson's** column!

We must capture the scientist who created their **Bionic Man** as soon as our spies learn his identity!

According to Anderson, it was **Dr. Balsawood**!

Hmmm! I think we should do away with our spies and hire **Jack Anderson**!



MEANWHILE, BACK IN THE U.S.A. . . .

I'm worried, Doctor! I mean, I always liked GIRLS! But now! Well . . .

Don't be ashamed of your emotions! Some of our best people have finally come out of their closets! Let it all hang out Colonel! You'll feel a whole lot better!

You got me all wrong! I STILL dig girls! But I think I'm falling in love with my electric coffee pot!

Hmm! I take it your Mother had an electric coffee pot, and you associate coffee pots with her! You've got troubles, Colonel! You're in love with your Mother!

But my Mother always made INSTANT coffee!

Well, let's talk more about it next week!

So long, Doc! Hey! That's a cute air conditioner you've got there . . . !

Hmm! I must look up and see what Freud says about Electric Appliance Freaks!



Hey! What are you doing . . . looking through my secret files?!?

I'm Senator Cesspool . . . Chairman of the Senate Committee to Eliminate Waste in Government!

And from what I've seen of your files, I sure am in the right place! Listen to this: Paperclips, \$35.00! Scotch Tape, \$25.00 . . . Don't you realize that's Taxpayers' money you're spending?! And this item—

One Bionic Man . . . six million dollars!
SIX MILLION DOLLARS?!?

WHAT in blazes is a BIONIC MAN, Mr. Brassman?

He's Colonel Steel Awesome! He was injured in a rocket mishap! Blue Cross only paid the first \$2000 . . . so we picked up the rest of his Hospital Bill!

Hmph! I know Medical Costs are HIGH, but this is ridiculous!



Colonel Awesome isn't your every-day run-of-the-mill Astronaut, Senator! He's a new, improved model! Watch these films, and see for yourself! He can run 60-miles-an-hour, and that's just in slow motion!

Maybe you can sell him to the WFL and get your money back!

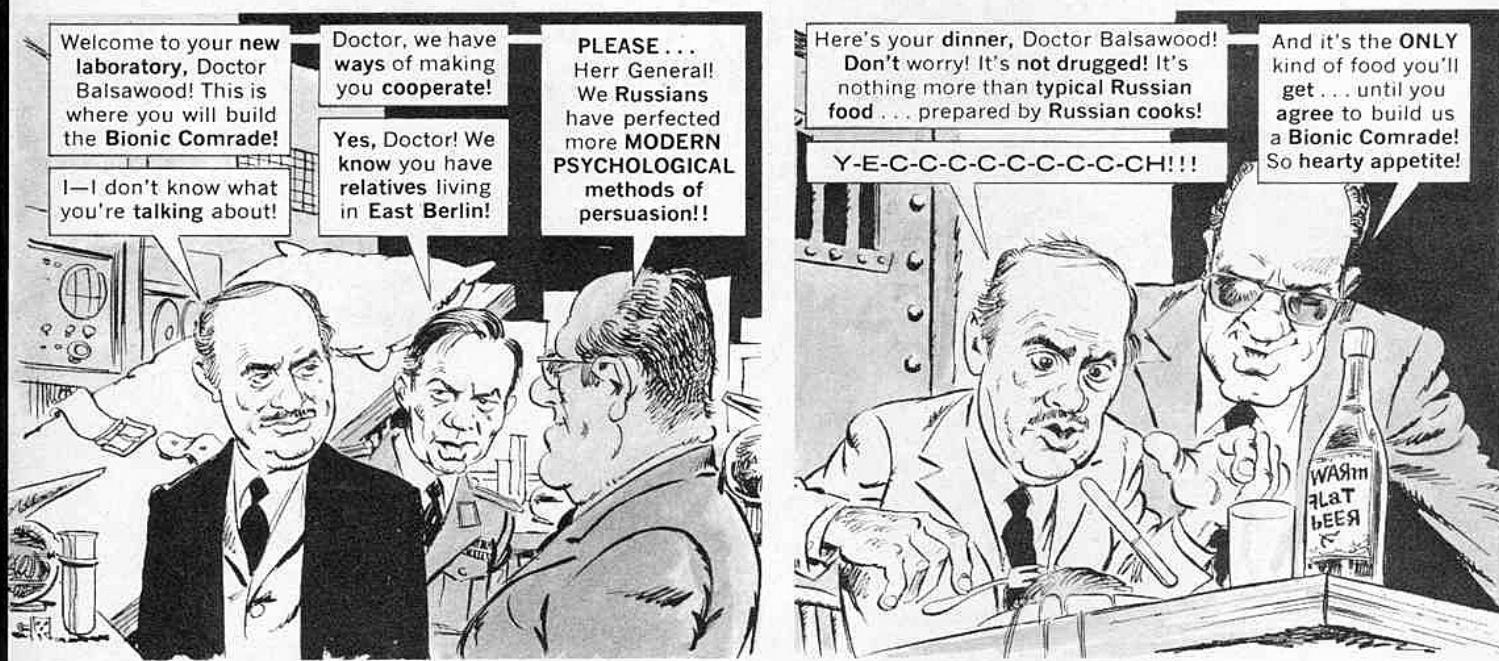
THAT'S a big deal!! Seven million dollars for a MARK SPITZ . . . without a mustache!!

Steel is faster than Spitz! And he can ACT almost as well!

See? He possesses tremendous strength!

Terrific! I have a \$4.95 JACK in my car that can do the same thing! You're in big trouble, Mr. Brassman, unless you can come up with a good reason for spending all that money!





Doctor Balsawood's been kidnapped, Steel! Pack your toothbrush, your razor, and your bionic screwdriver! we're going behind the Iron Curtain!

Of course! The Doctor was one of my best friends!

It could be a trap! You might get killed!

On second thought, you better go on alone! There's no sense in having our entire Department wiped out!

You're coming, too?

We're counting on you, Steel!

Don't worry! I won't let you down! Hang in there, buddy!

I sure wish you'd stop with those friendly taps! I think you just fractured my jaw again!

GATE

What's wrong? Is he carrying any weapons?

I can't find any! But, look! He busted the metal detector!

I eat a lot of vitamins with iron!



Welcome aboard! Would you like anything to drink, Sir...

I'll have an STP on the rocks!

Okay! Then could you bring me a glass of jet plane fuel, straight?!

I'm afraid we don't have STP!

What's the movie on this flight?

"Westworld"!

Great! It's my favorite movie! I've seen it 79 times!!

Oh! Then you'll want the earphones!

No, thanks! I'll just plug myself in!

This is your Captain speaking! Please fasten your seat belts! We're having engine trouble and must make an emergency landing!



I'm Colonel Awesome! Can I be of any assistance?

I—I just can't figure it out!!

You can't figure out what's wrong with the plane's engines?

No . . . I can't figure out where that convenient island for us to land on came from! A tropic island in the North Atlantic? It doesn't make sense!!

It makes about as much sense as a BIONIC MAN!!



Touchdown, Captain! Now . . . radio for help!

I can't! The radio's the only thing that was broken during the landing!

That figures! It always is! . . . Okay, I'll clear away some of these trees so we can take off again!

No, Colonel! Wait . . .

WOW!!
How'd
you do
that
so
FAST,
Colonel!!

I was in a rocket accident! And when they patched me up, they made me a little better than I was before!

Well, too bad you went to all that trouble! I tried to tell you! We can't take off again! For some strange reason, we ran out of our jet plane fuel!

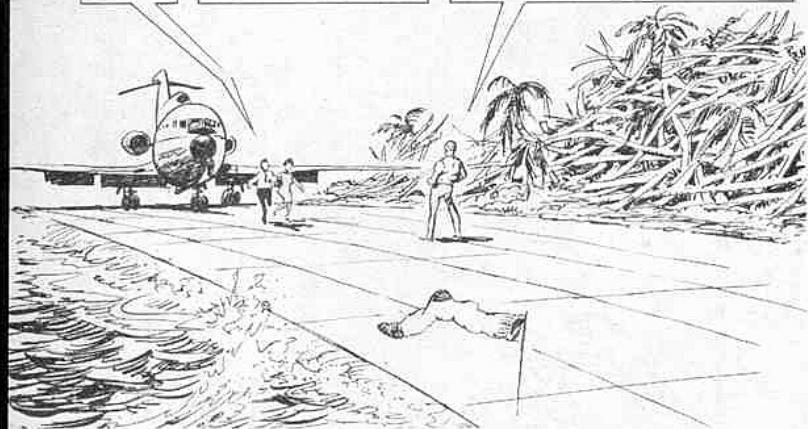
Oh . . . URRP! I see . . . BURRP!

Well, I've got to get **OUT** of here!

I'll swim for it, and send back help!

I don't believe it!
What . . . ? You don't believe he can swim hundreds of miles!?

No, he'll swim it easily! It's just that I really thought he'd **FLY** it!



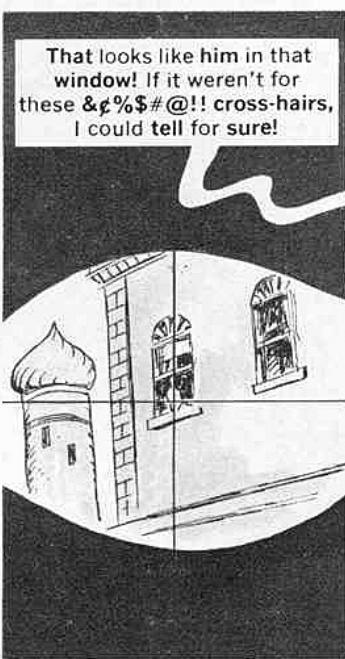
Whew! Made it! And now, to find Dr. Balsawood! According to Anderson's column, he's being held in that building there!

That looks like him in that window! If it weren't for these &#%\$#@!! cross-hairs, I could tell for sure!

Hmmm! That wall is about thirty feet high . . . so I should just clear it . . .

Look! That's the first time I ever saw anybody escaping **INTO** Russia!!

YI-I-PE! Wow, that smarts! I keep forgetting that only my left side is bionic! The other side is the **REAL** me!!



Your Bionic Woman is finished!

Not bad, Doctor! They sure don't make girls like **THAT** in Russia any more!

They never **DID**, Comrade!

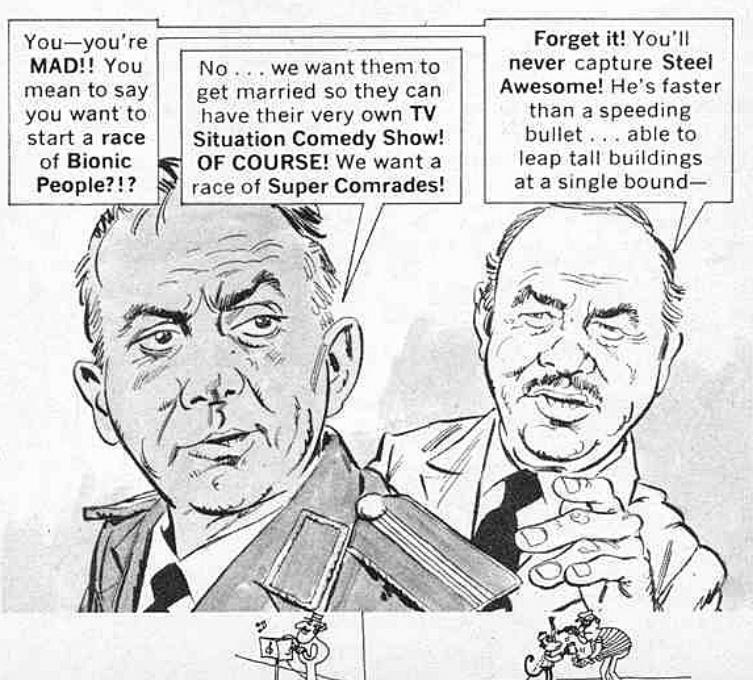
Tell me . . . why did you want a Bionic WOMAN???

Simple, Doctor! We want her to marry your Bionic Man!!

You—you're **MAD**!! You mean to say you want to start a race of Bionic People???

No . . . we want them to get married so they can have their very own TV **Situation Comedy Show**! **OF COURSE**! We want a race of Super Comrades!

Forget it! You'll never capture Steel Awesome! He's faster than a speeding bullet . . . able to leap tall buildings at a single bound—



We have **ALREADY CAPTURED** your Col. Awesome! We knew he would try to rescue you! You Americans are so—so sentimental! And you talked in your sleep, Doctor, so we knew the Colonel's weakness!

Y—you found his Achilles' Heel?

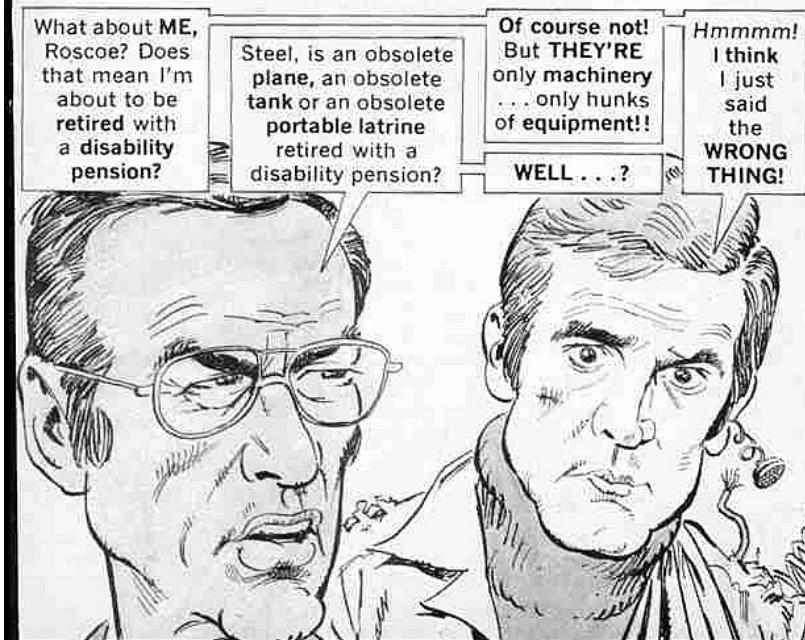
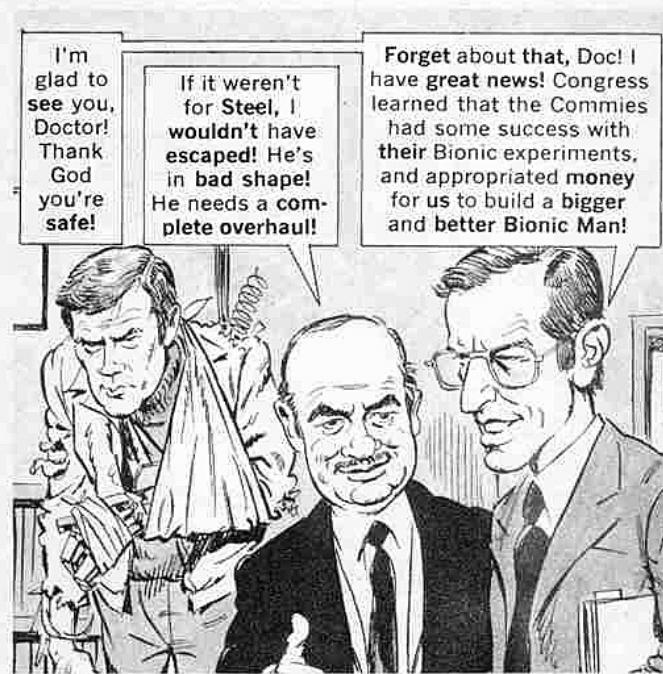
It wasn't exactly his **HEEL**! It was another part of his anatomy that got caught on the barbed-wire fence which was treated with a special bionic tranquilizing agent!

Shall we watch them, Doctor?

You are so strong, so handsome, so powerful-looking! I find you to be **IRRESISTIBLE!**

Gee, thanks, lady! You're not so bad yourself!

I was not talking to **YOU**, you dirty Capitalistic **PIG**!! I am in love with that **Pepsi** machine!



WE'VE COME UP WITH ANOTHER

ECCH
FOR YOUR
ECCH-MAS GIFT LIST!

Mainly, this latest MAD Paperback Book!

GIVE ANY OR ALL SIXTY-SEVEN



**PAPERBACK BOOKS
FOR CHRISTMAS!**

(THEY'RE AN ECCH-CEPTIONAL VALUE!)

use coupon or duplicate

MAD 485 MADison Avenue, New York, N. Y. 10022

PLEASE SEND THE MAD PAPERBACK BOOKS I HAVE CHECKED BELOW TO:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

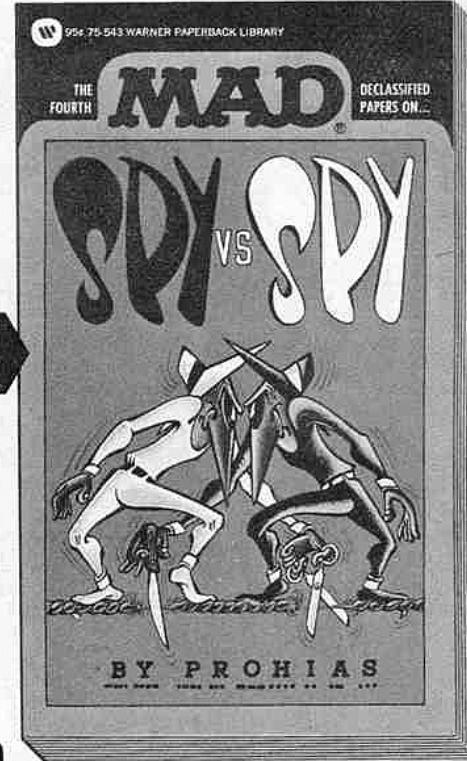
AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

<input type="checkbox"/> The Bedside MAD	<input type="checkbox"/> Howling MAD	<input type="checkbox"/> DON MARTIN Drops 13 Stories	<input type="checkbox"/> MAD-VERTISING
<input type="checkbox"/> Son of MAD	<input type="checkbox"/> The Indigestible MAD	<input type="checkbox"/> MAD's Captain Klutz	<input type="checkbox"/> A MAD Look at TV
<input type="checkbox"/> The Organization MAD	<input type="checkbox"/> Burning MAD	<input type="checkbox"/> DON MARTIN Cooks	<input type="checkbox"/> AL JAFFEE's Snappy Answers
<input type="checkbox"/> Like MAD	<input type="checkbox"/> Good 'n' MAD	<input type="checkbox"/> DON MARTIN Comes On Strong	<input type="checkbox"/> AL JAFFEE's MAD Book of Magic
<input type="checkbox"/> The Ides of MAD	<input type="checkbox"/> Hopping MAD	<input type="checkbox"/> DON MARTIN Carries On	<input type="checkbox"/> More AL JAFFEE Snappy Answers
<input type="checkbox"/> Fighting MAD	<input type="checkbox"/> The Portable MAD	<input type="checkbox"/> DAVE BERG Looks at the U.S.A.	<input type="checkbox"/> AL JAFFEE's MAD Monstrosities
<input type="checkbox"/> The MAD Frontier	<input type="checkbox"/> MAD Power	<input type="checkbox"/> DAVE BERG Looks at People	<input type="checkbox"/> Aragones's "Viva MAD!"
<input type="checkbox"/> MAD in Orbit	<input type="checkbox"/> The Dirty Old MAD	<input type="checkbox"/> DAVE BERG Looks at Things	<input type="checkbox"/> Aragones's MAD about MAD
<input type="checkbox"/> The Voodoo MAD	<input type="checkbox"/> Polyunsaturated MAD	<input type="checkbox"/> DAVE BERG Modern Thinking	<input type="checkbox"/> Aragones's MAD-ly Yours
<input type="checkbox"/> Greasy MAD Stuff	<input type="checkbox"/> The Recycled MAD	<input type="checkbox"/> DAVE BERG Our Sick World	<input type="checkbox"/> Aragones's in MAD We Trust
<input type="checkbox"/> Three Ring MAD	<input type="checkbox"/> The Non-Violent MAD	<input type="checkbox"/> DAVE BERG Looks at Living	<input type="checkbox"/> MAD for Better or Verse
<input type="checkbox"/> Self-Made MAD	<input type="checkbox"/> The Rip-Off MAD	<input type="checkbox"/> The All-New SPY vs. SPY	<input type="checkbox"/> Sing Along With MAD
<input type="checkbox"/> The MAD Sampler	<input type="checkbox"/> The Token MAD	<input type="checkbox"/> SPY vs. SPY Follow Up File	<input type="checkbox"/> MAD About Sports
<input type="checkbox"/> World, World, etc. MAD	<input type="checkbox"/> The Pocket MAD	<input type="checkbox"/> 3rd MAD Dossier of SPY vs. SPY	<input type="checkbox"/> MAD's Talking Stamps
<input type="checkbox"/> Raving MAD	<input type="checkbox"/> The Invisible MAD	<input type="checkbox"/> 4th MAD Declassified SPY vs. SPY	<input type="checkbox"/> MAD Word Power
<input type="checkbox"/> Boiling MAD	<input type="checkbox"/> DON MARTIN Steps Out	<input type="checkbox"/> A MAD Look at Old Movies	<input type="checkbox"/> MAD Cradle to Grave Primer
<input type="checkbox"/> Questionable MAD	<input type="checkbox"/> DON MARTIN Bounces Back	<input type="checkbox"/> Return of MAD Old Movies	

On orders outside U.S.A. be sure to add 10% extra. Allow at least eight weeks for delivery.

I ENCLOSE 75c FOR EACH
(Minimum Order: 6 BOOKS!)

We're not responsible for cash lost or stolen
in the mails. Check or Money Order preferred!



WHAT SIMPLE
PASTIME IS
FAST BECOMING
A LUXURY THAT
MANY AMERICANS
CAN NO LONGER
AFFORD?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

The United States is one of the most beautiful and bountiful nations on earth. And yet, the way the cost of living is climbing, there are a lot of simple pleasures that many Americans will have to start doing without. To discover one popular pastime that is quickly becoming impossibly expensive, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B

FOLD BACK SO "A" MEETS "B"



AMERICA AFFORDS MANY DIVERSE PLEASURES TO
EACH CITIZEN. BUT INCREASING COSTS ARE STARTING
TO MAKE SOME LUXURIES IMPOSSIBLE TO ENJOY

...SO WHY NOT...

PARDON HITLER!

